

## CHAPTER II LEGENDS IN TOURISM AND HOSPITALITY:

### 2.1 The Quest for Blessings:

Like deeds worth a song or a story to be passed down from generation to generation, tourism/pilgrimage destinations worth the cost or danger of the trip have existed since ancient times. These destinations were initially sites associated with a particular deity, maybe the deity's birthplace or the location of a crucial incident in the deity's life. As travel became easier, destinations developed that were associated with literature and great events such as wars and battles.

The initial development of travel, versus migration, is closely tied to the change in government from city-states to unified nations in Egypt and Mesopotamia around 3000 B.C. Effective government required efficient means of communication. In Egypt, these developed mainly as water transport along the Nile while in Mesopotamia they developed conversely as road systems. The development of money and writing, which made non-barter trade and record-keeping possible, made travel over wide areas both feasible and profitable. With the invention of the cart, first four wheels, later two, heavier loads could be carried faster and longer than by porters or single animals. The security from robbers required for the movement of government personnel also benefited trade. By 1750 B.C., one could travel the 120 miles between Larsa and Babylon at an average speed of 2½ to 3½ miles per hour (Casson, 1974).

Until the invention of the railroad in the early 1800s, water transportation was always easier than land transportation. In Egypt, this was facilitated by prevailing winds that blew from North to South and the Nile's flow from South to North. Mass travel developed in conjunction with religious festivals at locations sacred to specific deities. Worshippers would flock to these locations, usually located close to the Nile, by boat. The temples, at these sites, were supported by the pharaohs. Due to the Nile Valley's abundance of good building stone, both the temples and the pharaohs' tombs achieved a durability so that by 1500 B.C. when the first signs of tourism appear in Egypt they were

already ancient. In Mesopotamia, brick was the primary construction material and fell into disrepair with the ebb and flow of conquerors. Based on messages left on their walls, the pyramids at Gizeh, the Sphinx, and the step pyramid at Sakkarah, were being visited by a steady stream of sightseers (Casson, 1974).

The next region to develop mass movements of people was ancient Greece. By the sixth century B.C., there were four great panhellenic religious festivals, combining athletics, music, dance and literature, the Olympic Games at Olympia in honor of Zeus, Pythian Games near the oracle at Delphi in honor of Apollo, Isthmian Games at Corinth consecrated to Poseidon and Nemean Games dedicated to Zeus. The Greater Dionysia, held every March in Athens and devoted entirely to music and drama, achieved an equal status. “The festivals furnished in one unique package the spectrum of attractions that have drawn tourists in all times and places: the feeling of being part of a great event and of enjoying a special experience; a gay festive mood punctuated by exalted religious moments; elaborate pageantry; the excitement of contests between performers of the highest caliber-and, on top of all this, a chance to wander among famous buildings and works of art.” (Casson, 1974, 77) Each of these events occasioned a large movement of people throughout Greece. While the festivals took place in specific years and seasons, there was also a large movement of the sick to temples or sanctuaries associated with the healing gods, such as the sanctuary at Epidaurus, sacred to Asclepius. (Casson, 1974)

## 2.2 Beginnings of Pleasure Travel:

Herodotus of the fifth century B.C. provides the earliest travel writings. He wrote about parts of Greece, the Persian Empire, and Egypt. He wrote about some of the attractions that would be considered important in Roman times, such as the pyramids, the Labyrinth, and the ziggurat of Babylon. With the peace and prosperity brought about by the Roman Empire the number of travelers increased but the main reasons remained the same, government, trade, religion, and health. However, there was an increase in the number of people traveling for just pleasure, whether to the beach in summer or on extended voyages to see the wonders of the world. Thermal springs with various healing powers

had developed as baths throughout the Empire, a number of which would become the nineteenth century spas. The Greek international games and festivals were also a large draw for tourists. In addition, Rome itself served as a major attraction for people from all over the Empire. (Casson, 1974)

The Roman historian, Livy, wrote of the tours of commander-in-chief of the Roman army, Aemilius Paulus in 167 B.C. “Paulus’ choice of places to visit illustrates to the letter the interests of the vast majority of tourists who came after him. He was no Herodotus, poking into the ways and manners of men, picking up conversations with sacristans and businessmen. He was interested, almost to the exclusion of all else, in the past. And, of the monuments of the past, he gave precedence to those that commemorated the presence of gods; next came those that recalled mythology and history. Thus he saw the great temples and sanctuaries at Delphi, Athens, Oropus, Epidaurus; he also visited the harbour where Agamemnon gathered the fleet for the legendary attack upon Troy, and the base that served the navy which, two and a half centuries before his time had made Athens’ name great in history. He included Phidias’ statue of Zeus at Olympia, not so much for art’ s sake as for its renown and the solemn religious effect it had on the beholder (according to report, his reaction was, ‘ Phidias has sculpted the Zeus of Homer!’ ). And he took in one of nature’ s marvels, the Euripus, the narrow channel-only forty yards wide-between the mainland of Greece and the island of Euboea, where the current whips through at four to five miles an hour and seems to switch direction with bewildering irregularity. (Casson, 1974, 230)”

In the second century B.C., Antipater of Sidon listed Seven Wonders of the World (Legend, 1988). These were the Pyramids of Giza, the Hanging Gardens of Babylon, Phidias’ statue of Zeus at Olympia, the Temple of Artemis at Ephesus, the Mausoleum at Halicarnassus, the Colossus of Rhodes, and the Pharos of Alexandria. All these shared great size, great age, and significance beyond their mere physical being. The Pyramids of Giza represented the power of the pharaohs who built them and the antiquity of Egyptian civilization. The Hanging Gardens of Babylon illustrated the power of the rulers of Babylon and the love of a king for his queen. The statue of Zeus at Olympia signified

Zeus' importance in the pantheon of Greek gods, the holiness of the site, and the superb artistry of Phidias. The Temple of Artemis at Ephesus demonstrated the strength of the cult of Artemis and the wealth, which allowed the temple to be adorned with such beautiful works of art. The Mausoleum was also known for the beauty of its decorations and the story of a queen's love for her king. The Colossus of Rhodes represented technological achievement in its construction. Visible from some thirty miles at sea (Casson, 1974), the Pharos of Alexandria was a hallmark of the city's importance and a source of comfort and hope for approaching ships. Natural attractions were associated with the gods, literature, and great battles. The sites were not attractive for their aesthetics but for what they represented. Art also attracted visitors, though not for the size of the work but for its beauty. In 70 B.C., Cicero "mentions in passing some half-dozen works of art of outstanding reputation, pieces that people made pilgrimages to see. These included, in addition to Praxiteles' Aphrodite and Myron's cow, a statue of Europa on the bull at Tarentum done by Pythagoras of Rhegium; a marble Eros at Thespieae in Greece executed by Praxiteles; a painting at Cos of Aphrodite, shown rising from the sea, by Apelles, who was considered by the ancients to be their greatest painter...; a portrait at Ephesus of Alexander, also by Apelles; a picture of Ialysus, the legendary founder of Rhodes, on Rhodes...and a picture of the Paralos, one of Athens' flagships, in the great gateway to the Acropolis at Athens, both by Protogenes, a contemporary of Apelles (Casson, 1974, 236-7)." Praxiteles' Aphrodite was so beautiful that its home city of Cnidus turned down the repayment of its public debt by a wealthy Asia Minor king in return for the statue. The city displayed the statue in an open pavilion surrounded by a viewing platform, which enabled viewers to appreciate its beauty from all perspectives. Myron's bronze cow on the Acropolis at Athens was also associated with a story so that "poets scribbled ecstatic verses about it being so realistically made that it could fool not merely a herdsman but even calves and bulls (Casson, 1974, 236)."

More than two hundred years later, the most popular attractions, as disclosed by Pliny the Younger at the beginning of the second century A.D., still lay within Greece, Asia Minor, and Egypt (Casson, 1974). There were a number of guidebooks, covering various destinations, available at this time. However, only one has survived, Pausanias'

Guidebook of Greece, written between A.D. 160 and 180. Consisting of ten sections, the book identified and described “all the memorable places and monuments of Greece (Casson, 295).” He also included “the various mythological, historical, religious, or folkloric traditions and stories associated with each (Casson, 296).” Athens and Attica are included in the first section. Corinth and Argos are the subjects of the second. Sparta is the third. Olympia takes up sections five and six, while Mantinea, Megalopolis and Tegea are in section eight. Thebes is section nine and Delphi makes up section ten. (Casson, 1974)

With the victory of Constantine in A.D. 312 and the subsequent adoption of Christianity as the state religion, the center of destinations shifted east and the sources of the destinations’ significance changed. No longer were the destinations associated with Greek and Roman gods and classical literature and history, but with the Bible and the key sites of Christianity. Palestine supplanted Troy as the principal destination. Places were visited because of their significance in the lives of Christ and the Apostles and in the Bible. (Casson, 1974)

### 2.3 A Return to Religion:

With the fall of the Western Empire in A.D. 476 and the rise of the Arab Empires in the seventh century, travel became much more dangerous and difficult. The primary reasons for travel were related to either commerce or religion. Palestine would remain a primary destination and continue to attract pilgrims. The preservation of that trade was a primary justification for the series of crusades in the eleventh and twelfth centuries. However, regional destinations developed based on the lives of saints and sites of apparitions and miracles. These made up various pilgrimage routes throughout Europe.

During the Middle Ages a number of buildings were constructed which might be considered equal to those of antiquity. The earliest ones in Italy date from the reign of Justinian I, 527-565, while those north of the Alps, date from the reigns of Charlemagne, 768-814, and the Saxon Kings who succeeded his grandsons. The sites of these buildings,

such as the Palace Chapel at Aachen and some of the older churches in Cologne, were determined by the relationship between the church and the monarchy. In the eleventh century, an urban middle class of merchants and craftsmen developed in Europe. As a result construction increased and the Romanesque style developed. The size of the resulting churches and monasteries was based on their location relative to pilgrimage routes and the relationship of the order/city to the monarchy. The subsequent Gothic style was developed by Abbot Suger during the reconstruction of the royal abbey church of St. Denis, the burial place of the French royal family. Other great examples of this style include Notre Dame de Paris, located at the seat of the monarchy, the cathedral at Reims, the coronation site of the monarchy, and Chartres, former capital of the Carnute tribe of Gauls. (Janson, 1977)

#### 2.4 Classical Education and Industrial Revolution:

The buildings constructed during the Renaissance, especially in Italy, would serve to develop a new form of tourism not based on religion. With the growth of English wealth in the 1700s, the Grand Tour developed to "supplement formal education and provide young men with experience of the world..." (Withey, 1997, 3) Formal education of the time was based on the classical model and conducted in Latin. Italy, as the source of the Latin language and the seat of the Romans and the Renaissance, was considered the ideal location to experience the classical world in person. The route led from England to Paris, then to Italy (Rome, Naples, Florence and Venice), and back via present day Belgium and the Netherlands. During the eighteenth century the numbers of English making the Grand Tour increased from a few thousand to over forty thousand by the French Revolution. The increase in numbers was helped by the improvements in the French road system as part of the consolidation of royal power and improvements in the English road system in the second half of the eighteenth century. However, travel was still difficult, weather dependent, and dangerous; highwaymen on land and pirates at sea. (Withey, 1997)

The French Revolution and the Napoleonic Wars cut off travel to the Continent and led to the development of a new type of travel to see picturesque sites in Scotland, the Lake

Country, and North England. This marked a major change. The sites were visited for their natural beauty. In ancient times, natural sites were visited because of their association with history or myth and in medieval times because of their religious association. With the reopening of the Continent to English travelers after 1815, the Grand Tour began to emphasize natural beauty and scenes from modern novels. The traveler had also changed and now included members of the middle class of both genders. (Withey, 1997)

In the early 1800s a number of social and technological changes were taking place. Industrialization increased wealth and broadened its distribution. There was a pent-up demand as a result of closure of the Continent to English travelers for a little over twenty years. The increased demand for travel provided incentives for improvements. This was first noticed on the roads in the early half of the 1800s. Road improvements cut travel times by one half to two thirds as the number of coach companies multiplied and competition stiffened. On the Continent, Napoleon's military road system improved travel after 1815. The invention of the steam engine brought further time/distance reductions with the development of the railroad and steamboat. Initially developed to transport coal from the mines to canal barges, railroads soon found that there was a market in transporting passengers. By the 1830s, railroads were competing successfully with turnpike and canal traffic. The 1830s saw a rapid growth in railroads in the United States and Belgium. This was followed in the 1840s by growth in the United Kingdom and the Netherlands and finally in France in the 1850s. The key impact of the railroad was the ability to transport large numbers of people over previous long distances in a short period of time. Railroads were able to provide the critical mass of guests to support large hotels. In fact, the earliest large hotels in Europe were railroad hotels, which operated as an extension of the railroad. The railroads made travel for the masses possible. Thomas Cook transported thousands of people of moderate means to London by railroad package tours for the 1851 London Great Exhibition, and later to exhibitions in Dublin in 1853 and Paris in 1855. "Writing in 1865, Thomas Cook described the time in which he lived as 'the Age of Locomotion.' Railroads, he wrote, 'have unlocked the doors of districts hitherto barred against the masses of people.' British men and women who didn't travel seemed 'as antiquated as dinosaurs.' Inspired by idealistic motives, Cook and his

family made a fortune by making it possible for the ‘masses’ to travel. By the time the company celebrated its fiftieth anniversary in 1891, the Cook agency offered more than 30,000 series of tickets covering 1.8 million miles of railroads, rivers, and oceans. During the previous year, the company had sold nearly 3.3 million tickets, a figure that would rise to about 6 million by 1900.” (Withey, 1997, 166) As the railroads expanded throughout Europe during the 1850s through the 1870s, travel times were reduced from weeks to days.

From antiquity until the rise of the railroads, water transportation was the cheapest way to cover long distances and more comfortable than stagecoach or road. Before the steamboat water transportation was slow and dependent on the prevailing winds. As a result of easy access to fuel and the greater distances, the United States led Europe in the rapid development of the steamboat. In 1807, the *Clermont* debuted on the Hudson and by 1809 steamboats were present on the Delaware River. Steamboats quickly outmaneuvered sail and by the 1820s dominated river traffic. Competition led to improvements in speed, size, and comforts. Well furnished staterooms, lounges, baths, and dining rooms became part of competitive advantage. These boats played a vital role in the transportation system of the United States well into the 1920s. Each river had its own legends such as the *Mary Powell* on the Hudson and the *Robert E. Lee* and *Natchez* on the Mississippi. These boats have their own historians, modeling enthusiasts, and artists. In Europe, the first cross-Channel steamboats entered service in 1816 and the transit time was cut from 3-6 hours in good weather to 2 hours. By the 1830s, coastal steamships had connected Marseilles with Genoa and later with Cittavecchia and Naples. (Withey, 1997)

Simultaneously with improvements in inland and coastal travel, great strides were being taken in transoceanic travel. Sailing ships had been improving over the past two hundred years, growing in size and speed. At the beginning of the nineteenth century, the small fast vessels of the British Post Office maintained a somewhat regular service between England and Irish, Continental, Mediterranean, West Indian and South American ports. They could carry up to twelve passengers in Spartan conditions. In 1818, the first



scheduled transatlantic service was established with the founding of the Black Ball Line by a group of New York merchants. They were the first to offer year-round service with packets sailing in each direction every month. By 1822, Black Ball Line had three competitors. With the competition, the packets grew in size and comforts. The packets would capture the imagination of the public and become some of the earliest shipping legends. “However, it was in the relatively brief period of forty years between 1820 and 1860 that the most remarkable changes in sailing ship design took place. In this period the finely designed fast clipper ship was developed and for many purposes took the place of the heavily-built slow sailing vessel formerly employed. After about 1835, with the increased employment of the now more efficient steamship, it became clear that the design of the large sailing ships would have to be improved and that vessels intended for the conveyance of passengers and some freights would have to be capable of sailing at faster speeds....As a result of these improvements in design a clipper ship of the 1860’ s could, in good wind conditions, sail nearly twice as fast as the Indiaman of the early 1800’ s, and a very fast passage from China to England, which in the early years of the 19<sup>th</sup> century took 109 days, was reduced to 96 days in the 1850’ s and to 90 days in the 1860’ s.

The term clipper-meaning ‘ a thing excellent of its kind’-which seems to have been first applied to fast horses and then to the very fast schooner built on the eastern seaboard of the United States of America, particularly in the Chesapeake Bay area in the early years of the 19<sup>th</sup> century, became much more renowned when, at the middle of the century, it was used to describe fast square-rigged sailing ships. The exact qualities of design and performance which entitled a vessel to be called a clipper are still a matter of controversy but fineness of hull and speed were the prime factors.”(Bathe 1973, 66-67) The clippers would supplant the packets in the public imagination and are considered, even today, the epitome of beauty and excellence in large sailing ship design. They have their own following of historians, authors, modeling enthusiasts, and artists.

## 2.5 Rise & Triumph of Steam:

Packets and clippers dominated the transatlantic service into the 1840s. By then a combination of technological advances in steam engine design and the need for fast reliable year-round mail service, made transatlantic steamship service economically feasible. Lucrative mail contracts were available for companies that could meet the required number of sailings per month and the transit time requirements. In 1840, Samuel Cunard started Cunard Line with the 2,083 ton, 228 foot, 8½knot, paddle steamer, *Britannia*. By the 1850s, Cunard Line would be in hot competition with Collins Line. Cunard Line, with a mail subsidy from Great Britain, emphasized reliability and safety, while Collins Line, with a mail subsidy from the U.S. Government, emphasized speed and luxury. Collins Line's four steamers, 2,707 ton, 295 foot, 12 knot *Atlantic* and sister, *Pacific*; 2,856 ton, 298 foot, 12 knot *Arctic*; and 2,723 ton, 296½ foot, 12 knot *Baltic*, were the largest, fastest and most luxurious of their day. Safety and reliability won. Collins lost the mail contract after loss of *Arctic* and *Pacific* with high death tolls in the mid-1850s. Cunard, which still sails today, responded with the 3,300 ton, 398 foot, 13 knot *Persia* in 1856. Thus the pattern of bigger, faster, more luxurious than the competition was established. Since the early steamships carried the first class trade, luxury was important. Other notable steamships from this period were the 1,320 ton, 236 foot, 9 knot *Great Western*; the 3,270 ton, 289 foot, 9 knot *Great Britain*; and the 18,915 ton, 689 foot, 13½knot *Great Eastern*, all three were designed by bridge-builder and engineer, Isambard K. Brunel. The *Great Western* of 1837 was the largest steamship built to that date and the first purpose built passenger liner. (Jackson 2002) The *Great Britain*, built in 1843, made a number of Atlantic crossings before being assigned to the England-Australia route, and was the first iron-hulled and screw-propelled ship to cross the Atlantic. *Great Britain* is preserved as a museum ship in Bristol. The *Great Eastern* was the largest ship in the world when launched in 1857 and was not surpassed until 1901 by the *Celtic*. However, severely underpowered, she never achieved commercial success and was finally scrapped in 1888. Her greatest achievement was the laying of the first transatlantic telegraph cables and the Suez, Aden, Bombay transoceanic cable in the 1860s. (Bath, 1974; Jackson, 2002; Kludas, 1999)

## 2.6 Rise of Grand Hotels on Land, Rail and Sea:

Beginning in the 1870s, Europe underwent the longest sustained period of economic growth in its history to date. Thanks to the railroads, travel was affordable and accessible to the middle and working classes. Their increased numbers in the tourist destinations created a demand among the elite to separate themselves from the masses. The social changes that took place at the end of the eighteenth century and earlier in the nineteenth century had decoupled travel from education. Travel to see picturesque sites and have new experiences was acceptable. (Withey, 1997) As the railroads and steamboats spread throughout Europe, many areas became more accessible. Technology was also improving comfort levels in people's homes. In order to remain competitive, hotels had to offer similar or better comforts. Inns had been around since ancient times. However, hotels are a newer category, dating from the late 1700s. "The English use of the term 'hotel', a French contraction of 'hostel', dates from 1765 and denotes 'an inn, especially one of a superior kind.'" (Denby, 1998, 26) The earliest hotels were those associated with health attractions such as Baden Baden and Weisbaden in Germany, Aix-les-Bains in France, and Bath and Brighton. With the exception of Brighton, all have hot springs dating back to Roman times. Excluding Aix-les-Bains, whose hotel development followed the casino's construction in 1849, all sites had large hotels by the early 1800s. (Denby, 1998) Apart from size, the differentiating characteristics of these hotels, as opposed to inns, were the availability of private rooms, the variety of room types and the length of the guest's stay. Whereas inns served travelers for no more than several nights, often in dormitory style accommodations, these hotels served guests staying for extended stays with private accommodations. As such a higher comfort level was expected. Dining rooms, bars, meeting spaces, ballrooms, and maybe a theater, were included in the plans. The hotel did not just provide a place to sleep but also a place to socialize. Such hotels could also expect to become the center of local social life. Hotel development proceeded differently in the United States, Great Britain, and Europe. (Denby, 1998)

“The United States pursued an independent course, tending to concentrate on capacity and innovation rather than style or service. Across the whole country many large city hotels competed with each other for size, with every extra foot in length or height being carefully recorded. A formula, evolved by the mid-nineteenth century, of six storeys topped with a heavily bracketed cornice, large dining-rooms convertible into ballrooms and accommodation for about 1,000 people in rooms and suites, was widely used.” (Denby, 1998, 221) The typical hotel size in Great Britain was 200-300 rooms. However, the array of public rooms included restaurants, bars, and meeting rooms. These rooms were designed to attract outside guests and become the center of the town’s social life. Many of these hotels were associated with the railroads and were viewed as extensions of the railroads. They were situated in prime locations near the railway stations and reflected the stations’ grand architecture. With the rapid technological advances taking place in Great Britain, the railway station had become the temple and cathedral of the age. The competition among the various railroads was stiff and led to constant improvements. These improvements were also reflected in the hotels. Europe lagged behind Great Britain in railway hotel construction due to the years of political instability following Napoleon’s defeat. In 1855 Paris was first with the construction of the Grand Hotel du Louvre for the expected influx of tourists for the International Exhibition of 1855. These exhibitions encouraged the development of urban hotels. At 700 rooms, these hotels were larger than their British counterparts and smaller than the Americans. However, the function and range of the public rooms remained the same in all three areas; to provide a venue and background for the city’s social life. In the 1860s, the Ecole des Beaux Arts in Paris was the leading architecture school in the world. The key architectural components for the Grand Hotel can be found in the design program for the Grand Prix in 1865. The school “chose une vaste hotellerie pour les voyageurs” [a huge hotel for travelers] as its subject. The site had to be on a Swiss lake and to contain the following accommodation; (sic)

*Ground floor:* Reception etc., Vestibule, Waiting Room for arriving guests, Ladies’ Room, Telegraphic office, Central hall rising to the top of the building, one Grand Staircase or more, Dining room for 150, rooms for private dinners, Breakfast Room,

Reading Room, Billiard Room, Smoking Room, Ladies' Salon, Washrooms (well ventilated).

*Basement:* Kitchens.

*First floor:* The lake side to have suites, the other side small rooms and lavatories.

*Second and third floors:* Rooms with fireplaces, which can be made to communicate. Stables, Coach Houses etc. to be in subsidiary buildings.”(Denby, 1998, 85)

Most of these components or their contemporary equivalents can be found in modern luxury hotels, luxury trains, and cruise ships. The French were slow to associate their grand hotels with railway stations. The first such hotel, Le Grand Hotel Terminus St. Lazare was constructed in 1889 and the second, Hotel du Palais d' Orsay in 1900. Other French grand hotels were constructed seaside along the Channel, North Sea, and Mediterranean coast. In Germany the development of grand hotels was led by the expansion and renovation of spa hotels in the late 1800s. In Belgium, the Netherlands, Italy, and other countries grand hotels began to appear in the late 1800s and early 1900s as improvements in home standards of living required hotels to improve in order to attract the elite. (Denby, 1998) By the 1870s the basic formula for hospitality and tourism legends was in place. Impress with size and grandeur in both public and private spaces, provide a variety of public rooms, and capture the social life. For the first time in history where one slept was no longer just a part of the journey to be endured but a destination in itself; a place to be.

While the Collins Line steamers and the *Great Eastern* offered unprecedented luxury belying the fact that the passengers were on a ship, it was White Star Line's 3,707 ton, 420 foot, 13½knot *Oceanic* of 1871 that changed the age-old space allocation for shipboard passengers. The advent of screw propulsion opened up the center of the ship for accommodations. In paddle wheel steamers, this space was taken up by the boilers, engines, and paddle wheels and subject to noise and vibrations. Therefore, the first class passengers were accommodated in the back of the ship in the stern or poop, in tiny cabins surrounding the saloon, and crew and steerage passengers in the front in the bow and forecabin. Once screws were introduced the stern was no longer so comfortable and was subject to propeller and shaft noise and vibrations. *Oceanic* was not the first screw-

propelled ship on the North Atlantic, but she was the first to take full advantage of the opportunities offered by this means of propulsion. The first class saloon was moved amidships along with the first class cabins, which were moved to their own decks. The wider space allowed an increase in the size and number of both public rooms and cabins. This was not confined to just first class, Ismay's competitive philosophy included improvements in all classes. The crew remained in the fore-castle while steerage was placed in both the bow and poop. The competitive impact of *Oceanic* and her sisters, *Atlantic*, *Baltic*, and *Republic*, made Thomas Henry Ismay's new-entrant White Star Line a major player in the Atlantic trade and forced the established lines to build new ships. In 1872, running mate *Adriatic* set a speed record and was followed in 1873 by the *Baltic*, who crossed at 15.12 knots, almost a full knot faster. In 1874, Ismay introduced the 5,004 ton 468 foot, 15 knot *Britannic*, a larger version of the *Oceanic* and her sisters as part of his efforts to establish a high-class transatlantic passenger service. She was followed by similarly sized *Germanic* in 1875. (Griffiths, 1990) The ensuing competition led to improvements such as oil lamps instead of candles, later electric lights, hot and cold running water in the passenger cabins, electric call buttons for the stewards, refrigeration machinery, and improved ventilation. "However, it seemed that no vessel could monopolize the public's imagination for any length of time; for before the mantle of fame was even warm, a new pretender would nose out into the Atlantic and grab the next set of headlines." (Gibbons, 1990, 12) In 1881, North German Lloyd (NDL) introduced the first of their eleven-ship *Fluesse* [River] class, *Elbe*. Ranging in size from 4,510 tons to 6,963 tons, some 400+ feet in length, with speeds between 15 and 18½ knots, these ships made NDL the leading international passenger carrier by the end of the 1880s. NDL maintained this position until 1912. Their fittings and furnishings were so luxurious that they were the first to be acknowledged internationally as true luxury liners. In addition, they were holders of the record for the fastest mail route between New York and London for many years. The pattern of larger, faster, more luxurious, established by Collins Line in the 1850s, thus continued. (Kludas, 1999)

In the late 1800s, four men, Cesar Ritz, George Nagelmackers, George Pullman, and Auguste Escoffier, took luxury travel beyond the physical dimensions of larger, faster,

and more luxurious. Swiss born Cesar Ritz began his climb to fame in the 1880s while he was the restaurant manager at the Grand Hotel in Monte Carlo. In order to improve the dining room Ritz hired a chef that he had met while working in Normandy. The chef was so successful that he was hired away in the next season. Ritz in turn then hired the chef's instructor, Auguste Escoffier. In the early eighteenth century French culinary arts were dominated by the teachings of Marie-Antoine Careme (1784-1833). Trained as an architect, Careme began as a pastry chef in Paris. His skilled confections brought him to the attention of the great French diplomat, Talleyrand, who made him his gourmet chef. In this position he set the standards for French cuisine by creating not only food that tasted good but was also presented in stunning architectural creations combining edible and garnish elements. Escoffier broke with this tradition and believed that "food should look like food." (Withey, 1997, 186) Ritz's belief in natural and elegant presentation made him an ideal partner for Ritz, who rejected the heavy ornamentation of the Third Empire style. The two worked in Monte Carlo in the winter season and in Lucerne in the summer season. In 1890, Ritz was hired to save the newly opened Hotel Savoy in London from bankruptcy. In partnership with Escoffier, Ritz made the hotel's dining its social center. The opening night visit by the Prince of Wales helped ensure their success. "Throughout his career, Ritz owed much of his accomplishment to a remarkable capacity for understanding what patrons wanted in a luxury hotel, an intuitive sense of taste, and an indefatigable attention to detail. He established the dining room as the hotel's social center, vastly improved the quality of hotel food, and emphasized cleanliness by installing more bathrooms and using paint and light-weight fabrics instead of wallpaper and the popular damask and brocade, which he considered dirt catchers. Like George Pullman, he was as much concerned with service as with the physical attributes of his hotels." (Withey, 1997, 187) Leaving the Savoy in the late 1890s, Ritz opened the first hotel in Paris, both designed and managed by himself, in 1898. Ritz acquired a row of buildings on the fashionable Place Vendome. Built between 1680 and 1720, these building provided the ideal venue for Ritz to put all his ideas into effect. Ritz hired French architect, Charles Mewes, to renovate the buildings with the task of maintaining the eighteenth century facades while providing every modern amenity on the interior. (Denby, 1998; Withey, 1997) "It was to be small by grand hotel standards, more like a

well-appointed home than a commercial establishment. One of its most distinctive features was a private bath attached to every room, at a time when the hotel's chief competitor (the Hotel Bristol) had only one per floor. (Ritz remembered his first years in the hotel business, at the Splendide in Paris, when American guest complained about the lack of private baths.) A year later, Ritz opened the Carlton Hotel in London, the first in that city to have a bath for every bedroom. These two hotels set the standard for luxury hotels of the next generation." (Withey, 1997, 187) The team of Ritz, Escoffier, and Mewes represented a luxury triad of service, cuisine, and venue that would not only influence hotels but would become the standard for both rail and sea travel.

Long distance rail travel advanced faster in the United States than in Europe as a result of the increased comfort required by the long distances. These distances required larger cars and better ventilation. This resulted in the open setting seating design in the United States versus the compartment design in Europe. This design also allowed more mobility than in Europe and mobility improved even more with the patenting of the enclosed vestibule by George Pullman in 1887. This made it easier and safer to pass between cars on a moving train. Steam heating replaced wood stoves in the 1880s and electricity replaced oil lighting in the 1890s. The first sleeping cars entered service in the late 1850s, "but did not catch on until after the Civil War, when George Pullman gambled that passengers would pay not just for a bed, but for a level of comfort and service unprecedented on trains up to that time." (Withey, 1997, 176) Pullman began his sleeping car operations between Chicago and Bloomington, Illinois in 1859. He used remodeled cars and hired a porter to care for the passengers. A supplement of 50 cents was charged. Pullman operated the cars under contract with the railroad. These would remain the key characteristics of Pullman's operation, Pullman owned and operated, extra-supplement sleeping cars on railroad trains. The use of Pullman-built cars for President Lincoln's funeral train and later by President Grant for his visit to his hometown provided enormous publicity for Pullman. As his operations grew, Pullman began offering cars with many of the amenities of the grand hotels; private rooms, dining cars with extensive menus, carpeted parlor cars with plush armchairs, and club cars for drinking and smoking. By the 1880s, Pullmans were running on all major long distance trains in the United States. "The porters assigned to each car, a



hallmark of the Pullman operation from the beginning, provided a level of personal service unmatched anywhere except in the homes of the very rich. The company left nothing to chance in training its porters. A massive procedures manual gave step-by-step instructions for every possible contingency;...” (Withey, 1997, 178) Pullman did for United States rail travel what the team of Ritz, Escoffier, and Mewes did for the grand hotels in Europe. Pullman cars and all-Pullman trains became synonymous with luxury in the American vocabulary. In 1874, Pullman entered the luxury rail car market in Great Britain. Pullman’s cars were distinguished by their deep brown exteriors and dark polished-wood interiors. Within ten years he had dominated the British market and expanded onto the Continent. There, he was in stiff competition with George Nagelmacker’s Compagnie Internationale des Wagons-Lits (CIWL).

Born in Belgium, George Nagelmackers visited the Pullman factory in Chicago while on a tour of the United States in 1868. In 1872 he founded CIWL. The use of his cars from Berlin to St. Petersburg by the Prince of Wales en-route to his brother’s wedding was a master marketing stroke. Distinguished by their royal blue livery with CIWL in gilt lettering, all sleeping and dining car trains were running between Paris and Vienna by the 1880s. Pullman’s first all sleeping car train would enter service as the *Golden Gate Express* on the transcontinental route in 1888. *Golden Gate Express* would also be one of the first trains with electric lighting. In 1882, a proto-type run for the *Orient Express* was made from Paris to Vienna, cutting the time by three to four hours to twenty-eight hours. In June 1883, the all wagon-lit and dining car *Orient Express* departed Paris on its maiden voyage to Istanbul and into the ranks of legends. Not only was the *Orient Express* fast, it was comfortable and as luxurious as the best houses in Paris. The instant success of the *Orient Express* led to the establishment of a second luxury route from Calais to Rome via Paris and the French Riviera. The Calais-Riviera portion would later become the route of the equally luxurious and almost as famous *Train Bleu*. Both trains would last almost a hundred years, however, the *Orient Express* would lose its luster by the mid 1900s while the *Train Bleu* would retain its exclusiveness well into the late 1900s when made redundant by the introduction of the *TGV (Train a Grande Vitesse* [high speed train]) between Paris and Nice. In 1884, Nagelmackers started the *Nord-Sud Express*. Its

original route was from St. Petersburg to Liege where one part continued to Brussels and Ostend, connecting by ship to Dover, and the other part traveling to Paris, Madrid and Lisbon. The service was temporarily discontinued when Bismarck objected to using the Prussian State Railways to connect France and Russia. Nagelmackers rerouted the train through Warsaw and Vienna to solve the problem. By the 1890s, Nagelmackers had at least a dozen luxury trains operating throughout Europe. In 1892, he expanded into the hotel business with the construction of the Pera Palace in Istanbul for the *Orient Express*' passengers. It was Istanbul's first western style hotel. In 1894, Nagelmackers established a subsidiary, Compagnie Internationale des Grands Hotels to operate hotels in Nice, Monte Carlo, Lisbon, Ostend, and other cities. These trains and hotels were supported by a clientele with both the means and desire to live in such style while away from home. (Withey, 1997)

## 2.7 The Lion versus the Eagle:

Thomas Ismay's innovations in ocean travel were accompanied by increases in size and propulsive efficiency as companies sought to outdo each other and capture the cream of the transatlantic market. As the ships grew in size, more attention was paid to the furnishings and fitting out of the public rooms. More exotic materials and woods began to appear. With the addition of more public rooms such as libraries, smoking rooms, and music rooms, the saloon became a specialized dining room. The reduction in transit time and the introduction of refrigeration led to an improvement in shipboard cuisine. 1888 saw the introduction of Inman Line's twin 10,499 ton, 560 foot, 20 knot ships, *City of New York* and *City of Paris*. Sporting three funnels, clipper bow, counter stern, and auxiliary sails, the ships set a new speed record. They also took public rooms to a new level with a dining saloon crowned by a 53-foot long crystal dome that rose twenty feet above the dining area. Ismay's answer to these ships were the 9,984 ton, 582 foot, 20 knot *Teutonic* and sister ship, *Majestic*, of 1889. Both were built with government subsidies, with the provision that they would serve as auxiliary cruisers in wartime. Under assault from White Star, Inman, and the Germans, Cunard responded with the blue riband winning sisters, 12,950 ton, 622 foot, 21 knot *Campania* and 12,952 ton *Lucania*

in 1893. These two quickly became the most popular ships on the Atlantic. However, *Teutonic* would have a more far reaching influence. In her role as an auxiliary cruiser, *Teutonic* participated in the 1889 naval review at Spithead. The review was conducted by the Prince of Wales in the company of his nephew, Kaiser Wilhelm II of Germany. The Kaiser was more impressed by the *Teutonic*'s luxury than its naval armaments. A result of this was the record-breaker, 14,349 ton, 648 foot, 22 knot *Kaiser Wilhelm der Grosse* in 1897. She was the first non-British record-breaker since the Collins Line ships of the 1850s. Operated by Bremen-based North German Lloyd (NDL), her interiors set new standards in luxury while her four funnels established the visual standard for flagships. Her size and luxury ended the reign of Cunard's sisters. This challenge from Bremen was answered by Hamburg-based Hamburg America Line (HAPAG) in 1900 with the 16,502 ton, 684 foot, 22½knot *Deutschland*, who took the Blue Ribbon from *Kaiser Wilhelm der Grosse*. NDL responded with the 14,908 ton, 663 foot, 22½knot *Kronprinz Wilhelm* in 1900 and the larger sisters, 19,341 ton, 706 foot, 22½knot *Kaiser Wilhelm II* in 1903 and *Kronprinzessin Cecilie* in 1907. (Kludas, 1999) "By the end of the nineteenth century, the rich could travel in a style of luxury unheard of thirty to forty years earlier. Across the Atlantic, along the most popular routes in Western Europe, and in all the major cities and resort areas, they could be assured of the highest standards of comfort and service." (Withey, 1997, 189) In the early twentieth century, the German companies ruled the North Atlantic. They had the largest, the fastest and the most luxurious ships, in 1902, they carried slightly more than one third of the transatlantic passenger traffic. (Coleman, 1976) Ships continued to increase in size and by the first years of the 1900s had surpassed 20,000 tons. HAPAG's experience with speed had not been successful. The *Deutschland* suffered from excessive vibrations and high coal consumption. Under the direction of Albert Ballin, HAPAG decided to pursue size and luxury, which brought them into direct competition with White Star Line, who had decided on a similar philosophy after their record breaking *Majestic* and *Teutonic* in 1889. Ballin had started with HAPAG as head of the passenger department in 1886. He was soon elected to the Board of Directors and by 1900 was running the company. (Maxtone-Graham, 1972) Ballin's attention to detail and service philosophy was equal to that of Cesar Ritz. During a visit to London, Ballin encountered the works of the Ritz, Mewes, Escoffier team. The

result was that he hired the team to design the 22,000 ton, 700 foot, 17½knot *Amerika* in 1903. Ritz was charged with training the service staff, Escoffier had the design of the kitchens, and Mewes had overall design of the public rooms. *Amerika*'s interiors rivaled those of the best grand hotels and private clubs. In addition, she was the first ship to have an elevator and introduced the concept of a separate a-la-carte restaurant, open twenty-four hours. Her Ritz-Carlton restaurant was the equal of any ashore in cuisine, service, and atmosphere. There were also telephones, electric baths, children's nurseries, and flower shops. Mewes had designed several hotels and clubs in London. Cunard was so impressed with the *Amerika* that they wanted Mewes to design the interiors for their *Lusitania* and *Mauretania* of 1907. However, Ballin held an exclusive contract with Mewes and would not release him. Therefore, Cunard hired Mewes' British partner, Arthur Davis, to design the interiors of their *Aquitania* of 1914. Mewes' work with Ballin would culminate in the three-ship *Imperator* class of 1913-15. Awarded to the United States and Great Britain as war reparations, these three ships would dominate the Atlantic in the 1920s under their post-war names as *Leviathan*, *Berengaria*, and *Majestic*. (Coleman, 1976; Griffiths, 1990; Maxtone-Graham, 1972; Withey, 1997)

The leapfrogging started by the *Kaiser Wilhelm der Grosse* and the *Amerika* continued. On one level this created unique experiences, but on another level these "new luxury trains, ships, and hotels, homogenized travel, taking much of the 'foreignness' out of it. Belgian-run CIWL luxury trains covered the Continent, providing the same food, the same linen sheets, the same impeccable service whether in Belgium, France, Italy, or Russia. The transatlantic liners of four nations offered the same appointments and service, differing only in matters of style and in the constantly escalating competition to see whose ships would be the biggest, fastest, and fanciest. The grand hotels in one city were very much like the grand hotels in another....French food set the standard for Continental cuisine, and under the influence of Escoffier and those he trained, his style of cooking became ubiquitous throughout Western Europe's finest restaurants and hotel dining rooms." (Withey, 1997, 190) This sameness and consistent high level of service made it increasingly difficult to outdo the competition.

By 1900, the standard passenger ship layout and public room compliment was in place. Rooms would get larger, dormitories would become cabins, four classes would become three and eventually two and finally one in the cruise era, swimming pools and cinemas would appear and ladies' rooms would disappear, but the basic mix would remain the same throughout the transatlantic era. The traditional cabin arrangement was first class cabins in the amidships' area between the promenade deck and restaurant deck; cabin or second class cabins aft of and/or below the first class cabins; tourist or third class cabins in the bow aft of crew accommodations and cargo holds, on the lowest passenger accommodations decks and in the stern forward of crew accommodations and aft of cabin class. First class cabins were furnished with expensive wood panels, full sized beds and, eventually in the 1930s, private toilet facilities. Cabin class cabins were furnished with lower berths with occasional upper berths, less expensive wood panels and by the 1950s, private toilet facilities. Tourist class cabins were a product of the 1920s, when the previous steerage/third class was renovated to attract college students and middle class Americans going on European vacations. Steerage initially consisted of gender-segregated dormitories. These evolved into four to eight berth cabins and eventually into two to four berth cabins as tourist class. Steerage and tourist class accommodations received less expensive bulkhead treatments. Steerage/third class never had private toilet facilities and tourist class didn't have them, on an every cabin basis, until the mid-1960's. Any cabins located on the boat deck or above were usually first class and commanded the highest fares. The crew was berthed in bunkrooms of 10 to 50 men. This would evolve into four to eight berth cabins without toilet facilities. By the 1990s, this would be one and two berth cabins with private toilet facilities on the more progressive cruise ships. Ship's officers were berthed in one to four man cabins, without facilities. Facilities would appear in the 1920s and 1930s. The department heads were in large cabins or suites, while the Captain and Chief Engineer occupied suites on a par with first class passenger accommodations. Officer accommodations were usually located above the promenade deck while crew accommodations were in the bow, stern and below the passenger accommodations.

The normal compliment of public rooms included a main lounge, later with a bandstand and dance floor, by the 1900s on German ships, by the 1920s on others; smoking room, which later evolved into either a main bar to serve the main lounge or into a secondary or late evening bar; library and writing room, barber and later, hairdressing shops; a small luxury goods shop, except for major liners, which had extensive shopping areas; a children's playroom, these would disappear at the beginning of the cruise era and reappear with the industry's expansion in the late 1980s; a small gymnasium, usually located above the boat deck or, later on, near the indoor pool, this would evolve into a major spa and fitness complex by the 1980s; restaurants located low and amidships for minimal motion; indoor swimming pools would appear with the *Olympic* class in 1911, purpose-built outdoor pools would appear in the 1920s; dedicated cinemas would appear in the 1930s and become signature rooms by the 1960s. A main lounge, main bar, smoking room/bar, reading and writing room, and children's room was provided for each class, with the furnishings going from luxurious to Spartan as one went from first to third class. The other facilities were open to all passengers (shops and cinema), shared on a time-share basis (library, gym, swimming pool), restricted to first and/or cabin class, or provided for each class. By the late 1950s, the crew would begin to have recreational facilities and these would become standard by the 1970s. In addition, a portion of the glass enclosed or covered promenade deck and open deck space was provided each class. The locations followed the general pattern of cabin location, first and cabin amidships, tourist forward and aft, crew either up by the funnel, far forward on the bow or far aft and low on the stern.

The dining room was the first signature room. A signature room can be defined as one that is featured in brochures and, by its uniqueness, signifies the ship. Some examples are the grand stairway and smoking room on *Olympic* and *Titanic*, the Palladian Lounge on *Aquitania*, the main lounge on *Ile de France*, the first class dining rooms on *Normandie*, *Queen Mary*, *Queen Elizabeth*, *United States*, and *France*, and the atriums on Carnival Cruise Line and Royal Caribbean ships. Shipping companies would compete in standards of opulence and size of these rooms. With the growth in ship size, competition spread from the dining room to the smoking room, main lounge, and grand stairway. With the

introduction of swimming pools in the *Olympic* class, swimming pools became an object of competition, approaching the luxury and detail of those in private clubs and grand hotels. The *Normandie* was the first large liner with a dedicated cinema in 1935, however, the competition in cinemas would peak in the 1960s with the triple deck ones in the *Oceanic*, *Michelangelo*, and *Raffaello*. With the cruise era, both the grand lounge and dedicated cinema would disappear and re-emerge as the spectacular, multi-deck show lounges in the 1990s. Rooms such as winter gardens and lido cafes began to appear and define certain ships. The pattern of innovation and imitation was well established by the early 1900s.

Size also played a role in a ship's uniqueness. Prior to the cruise era, only three ships were built larger than 80,000 tons, two larger than 60,000 tons, seven larger than 50,000 tons, twelve larger than 40,000 tons and eighteen larger than 30,000 tons worldwide. The majority of passenger ships were in the 15,000 to 25,000 ton range and carried 1,250 passengers or less (post-1920 and U.S. immigration restrictions) in two or three classes. Their size was driven mainly by the speed requirements of the express North and South Atlantic, and Mediterranean crossings, and the England-Australia/South Africa runs. The larger ships were more efficient in terms of fuel consumed per ton of displacement per knot of speed and the power requirements to achieve these speeds required more hull space for power generation and propulsion. Record breakers garnered headlines by their achievements, size, and speed. For those ships competing in the luxury market, service and cuisine were givens, the passengers had to be awed with the best. On service entry ships became known for their technical innovations, the beauty of their design, the significance for their country, and the quality of their fittings and furnishings. In retrospect, longevity begins to play an important role in their notoriety.

In 1907, Cunard Line Limited fired the opening volley in a skirmish that would result in three of the most legendary liners in history and two of the most successful. In 1907, the 31,550 ton, 787 foot, 25 knot *Lusitania* and 31,938 ton, 790 foot, 25 knot *Mauretania* entered service. They were not only almost thirty percent larger than their closest rivals, but they were almost four knots faster. Countering both NDL's quartet and HAPAG's

*Amerika*, they created a sensation for their luxury, size, and speed. In addition, they returned the Blue Ribbon to Great Britain. *Mauretania*'s speed record would not be eclipsed until NDL's *Bremen* in 1929. Both ships were built and operated with a government subsidy that allowed them to be used as auxiliary cruisers in wartime and reduced their operating costs. *Mauretania* served as a troop transport in World War I while *Lusitania* maintained the transatlantic service until sunk by a German submarine in 1915. *Mauretania* was withdrawn from service and scrapped in 1935. White Star Line, who had decided in the late 1800s to compete on comfort and luxury, responded with the *Olympic* class in an attempt to offer the first three-ship express service.

Conceived by J. Bruce Ismay, son of founder Thomas H. Ismay, and Lord Pirrie, chairman of Harland & Wolff shipyard, 45,324 ton, 882 foot, 21 knot *Olympic* was to be so large, fifty percent larger than *Lusitania*, that there was no berth or drydock in existence that could accommodate her. Her luxury and comfort in all classes would be of such a scale that the extra day at sea wouldn't matter. The crossing would be made in under a week and three ships would be required for weekly service. Crossing time would be one day more than the fast Cunarders. *Olympic* was constructed in tandem with her sistership, 46,329 ton, 882 foot, 21 knot *Titanic* and departed on her maiden voyage on the day of *Titanic*'s launch in 1911. *Olympic*'s arrival in New York created as great a sensation as that of *Lusitania* and *Mauretania* four years earlier. *Titanic*, an improved, even more luxurious version of *Olympic*, sailed on her maiden voyage and into legend in April 1912. Safety modifications to both *Olympic* and the third ship of the class, *Britannic*, delayed 48,158 ton, 903 foot, 21 knot *Britannic*'s service entry until 1914. Even more luxurious than *Titanic*, *Britannic*'s debut was overtaken by World War I and she entered service as a hospital ship. She was lost in 1916 after striking a mine in the Aegean Sea. *Olympic* served as a troop transport in the War and returned to passenger service. She was withdrawn in 1935 and scrapped in 1937.

*Olympic*'s success created a reaction at both Cunard and HAPAG. At Cunard, the result was that the 45,647 ton, 901 foot, 23 knot *Aquitania* would be larger and slower than her running mates, but even more luxurious. The luxury was required to compete with



*Olympic*, *Britannic*, *Imperator* and her sisters, while the size was necessary to make her economically viable without her running mates' subsidies. While they could not get Mewes for the design of *Lusitania* and *Mauretania*, they did place his British partner, Arthur Davis in charge of her design. *Aquitania*'s entry into service and *Titanic*'s loss made Cunard the first company to have a three-ship express service. The *Aquitania*, together with HAPAG's *Imperator* and *Vaterland*, were the most popular ships on the Atlantic in the summer of 1914. (Maxtone-Graham, 1972) She served as a hospital ship in World War I and a troop transport in World War II before being withdrawn from passenger service and scrapped in 1950. Ballin's reaction to the *Olympic* class was the construction of three ships more than fifteen percent larger.

The first of Ballin's trio, 52,117 ton, 919 foot, 23 knot *Imperator*, was launched in 1912 and made her maiden voyage in May 1913. Designed to surpass the *Olympic* in all dimensions. *Imperator* and her sisters were longer, wider, faster, and even more luxurious. They would remain the largest ships in the world until the *Normandie* in 1935. The dimensions of the ships gave Mewes the opportunity to work with spaces that he normally had only ashore. Done in the style of eighteenth century France, the public rooms were of a scale never before seen at sea. Structural innovations allowed the creation of pillar-less rooms and enormous skylights. The Ritz Carleton restaurants were a substantial size. Other public rooms included smoking room, ladies' salon, writing room, gymnasium, social hall, grill room, and winter garden. The two-deck Pompeian pool duplicated Mewes' masterpiece at the Royal Automobile Club in London. On *Vaterland* and *Bismarck*, Mewes was able to work with divided funnel uptakes. This permitted him to design along the ship's centerline. The result was a succession of impressive public rooms that offered a direct sightline from the stage of the social hall through the main lobby and winter garden to the aft end of the Ritz Carlton restaurant, well over 400 feet. *Imperator* was an instant success. On her fourth voyage to the United States, she set a record by carrying over 5,000 passengers plus 1,100 crew. In 1914, she was joined by 54,282 ton, 950 foot, 23 knot *Vaterland*. *Bismarck*, measuring 56,551 tons and 950 feet, with a speed of 23½ knots, was launched that spring, but spent the war tied up in Hamburg. After World War I, *Imperator* was awarded to Cunard as replacement for

*Lusitania*; *Vaterland*, who spent the war as a U.S. Navy transport, to United States Lines; and *Bismarck* to White Star Line as replacement for *Britannic*. They were the premier ships of the 1920s, sailing, respectively, as *Berengaria*, *Leviathan*, and *Majestic*. All three were scrapped in the late 1930s. To put Ballin's achievement in perspective, a single company would not construct three ocean liners over 50,000 tons until Royal Caribbean's three-ship *Sovereign of the Seas* class and Carnival's eight-ship *Fantasy* class in 1988.

Just prior to World War I, Compagnie Générale Transatlantique (French Line) made the transition from secondary to major contender on the North Atlantic. In 1912, the 23,666 ton, 713 foot, 24 knot *France*, entered service. Sporting four funnels and twice the size of any previous French Line ship, she was extravagantly decorated in the Louis XIV style. Though smaller, she was second in speed only to Cunard's *Lusitania* and *Mauretania*. Her fittings and furnishings earned her the nickname "Chateau of the Atlantic." French Line's goal was never to be the largest or the fastest but to capture a substantial portion of the fashionable and artistic crowd. *France* served as an auxiliary cruiser, hospital ship, and troop transport in World War I. She remained in service until 1932 and was scrapped in 1935. (Coleman, 1976; Griffiths, 1990; Maxtone-Graham, 1972; Miller, 1995; Withey, 1997)

## 2.8 Tourism and Recovery:

When World War I ended, the British companies had suffered heavy losses. German companies ended the War with most of their ships either seized by the Allies after seeking refuge in then-neutral ports at the start of the War or bottled up by the British blockade. Under the Treaty of Versailles, Germany had to give up all ships larger than 1,600 tons. Therefore, most of their largest and newest ships went to replenish Cunard's and White Star's losses. A number of the prestige German ships also ended up with Canadian Pacific, where they established excellent reputations. These ex-German liners would form the backbone of the 1920s' transatlantic fleet. The 1920s saw a great increase in wealth and a rapid advance in technology and communications. By this time grand

hotels were established in all major cities in the world. In the United States, most major cities had at least one hotel with the prerequisite range of public rooms and levels of cuisine, service and fittings and furnishings to become the social center of the city's life. In Europe, the great luxury train routes were already established before the war and recovered much of their earlier allure. In the United States, overnight railroad travel was entering a golden age. Most primary city pairs had multiple railroads operating between them. For example, between New York and Chicago, there were New York Central, Pennsylvania Railroad, Baltimore & Ohio, and the Erie Railroad. Between Chicago and the West Coast, there was Sante Fe, Great Northern, Northern Pacific, Union Pacific, Milwaukee Road, and Burlington. Each line had their flagship train, which offered the best in Pullman accommodations and cuisine, often in all Pullman trains. There was stiff competition in service, amenities and travel times. The U.S. emigration restrictions of the early 1920s impacted the steamship companies' profitability. This, coupled with the financial burden of World War I and the availability of good ex-German tonnage, resulted in most of the new ships being smaller than 20,000 tons, with the exception of French Line's *Paris*.

Ordered in 1913, *Paris* was not completed until 1921. Measuring 34,569 tons and 764 feet, with a speed of 22 knots, she was fifty percent larger than the *France* and was the embodiment of the Art Nouveau style at sea. Possessing a distinct personality, *Paris* was an instant hit with prohibition era Americans. She burned and capsized at Le Havre in 1939.

Like the *Paris*, Union-Castle Line's, *Arundel Castle* and *Windsor Castle* were ordered before the war. The first of the 661 foot, 17 knot sisters, 18,980 ton *Arundel Castle* entered service in 1921 on the Southampton-Durban mail route. She was followed in 1922 by 18,967 ton *Windsor Castle*. These two were the only four funnel ships built for service other than the North Atlantic. In 1937, their funnels were reduced to two. *Arundel Castle* served as a troopship from 1939-1948. She returned to her mail run in 1950. Much loved by South Africans, she was retired in 1958 and scrapped the following year.

*Windsor Castle* was not so lucky. Serving as a troopship from 1939 on, she was sunk by German bombers in 1943.

In 1925, a small ship entered service under the Swedish flag. The *Gripsholm*, 17,993 tons, 573 feet, with a speed of 16 knots, presented the finest seagoing example of contemporary Swedish design. Placed in New York-Sweden service, she became a Red Cross exchange ship from 1940-1946. In 1946, *Gripsholm* returned to Swedish-American service. Sold to NDL in 1955, she was lengthened to 590 feet and renamed *Berlin*. The *Berlin*'s entry into the Atlantic trade marked the return of Germany to the community of nations. *Berlin* was scrapped in 1967, after forty-two years of service.

In 1927, one of the most legendary ships entered service. *Ile de France* arrived in New York on June 22, 1927 and shipboard interior design changed forever. On the exterior, *Ile de France* resembled a larger version of the *Paris*. The first large ship to be constructed after World War I, at 43,153 tons and 791 feet long, with a speed of 23½ knots, she was fifty percent larger, however, on the inside she was a floating version of the International Paris Exhibition of 1925. Her interior was original and stunning. She was a perfect symbol of the Jazz Age and with one of the longest bars at sea, she was an instant hit with the Americans. She made such an impression on the public that years after she left service in 1959 people would confuse her name with the *France*, her successor of 1962. She marked a definitive break with the use of period styles in ocean liner interiors and the beginnings of the *style paquebot* [ocean liner style]. Prior to *Ile de France*, hotel decorative styles influenced those of ocean liners, after *Ile de France* a number of hotels were built in the ocean liner style. Two examples are the Hotel Normandie in Puerto Rico and the Hotel Europa in Hamburg.

Overshadowed by *Ile de France*, two Italian ships entered service in 1927 and 1928 that would have a profound future impact on Italian passenger ship design. Built for Cosulich's transatlantic service, 23,940 ton, 632 foot, 19 knot *Saturnia* and sister, 23,970 ton *Vulcania* were advanced in their diesel propulsion. Their sleek motor-ship profiles would eventually evolve into the beautiful Italian liners of the 1950s and 1960s. In 1932,

Cosulich became part of Italian Line. *Saturnia* was laid up in Italy from 1940-1942. In 1942, she became a Red Cross evacuation ship. With Italy's surrender in 1943, she was seized by the U.S. government and became a troopship and later hospital ship, *Frances Y. Slanger*. In 1946, she reassumed her original name and was returned to Italy in 1947. A familiar sight on the New York-Italy run for the next eighteen years, she was scrapped in 1965. *Vulcania* was also laid up from 1940-1942. A U.S. troopship after 1943, she was returned to Italy in 1947. Like her sister she was a familiar sight in New York and Italian harbors. Sold to Italian cruise line, Siosa, in 1965, she was renamed *Caribia*. She ran aground off of Nice in 1972. After being refloated, she was laid up. Sold first to Spanish ship-breakers, then Taiwanese, she sank in Kaohsiung harbor in 1974. She was later raised and scrapped.

That year also marked a resurgence of the German merchant marine with the arrival of Hamburg-South America Line's (Hamburg Sud) *Cap Arcona*. At 27,560 tons, 676 feet, with a speed of 20 knots, crowned with three red and white funnels, she was the largest German ship ever built for the Germany-River Plate run. A fast and luxurious ship, she catered to the South American elites and ex-patriots. Her service, cuisine, and fittings and furnishings were equal to that of any of the best North Atlantic liners. She was the first liner to have a regulation size tennis court. (Le Goff & de Villermont, 1999) *Cap Arcona* was an improvement on Hamburg Sud's successful prewar *Cap* series. Definitive proof of Germany's rebirth on the North Atlantic would come in 1929 with the twin debut of NDL's *Bremen* and *Europa*.

## 2.9 Ships of State and Empire:

Most of the ships that entered service in the early 1930s were planned during the closing years of the 1920s, prior to the Crash, when the transatlantic passenger numbers were showing a steady increase. *Ile de France*'s arrival made every other ship old fashioned overnight. The companies anticipated that the good times would continue and planned accordingly. The race started by *Ile de France* would continue. In some cases under private financing, but in most others under state financing. National prestige was at stake

and an appropriate presence on the North Atlantic route was mandatory. “In many cases the money was a means of achieving some degree of employment in depressed shipyards and marine engineering areas and so might be considered as political. The fact remained, however, that the 1930s produced some of the most attractive and powerful ships ever to cross the Atlantic. Without that depression and patriotic fervour, which was to bring the world once more to conflict, many of these ships might never have been constructed.” (Griffiths, 1990, 139) Their names would continue in the national consciousness of those nations that participated in the race.

*Bremen* and *Europa* would herald in the era of these “ships of state.” In 1924, NDL’s *Columbus* entered service. NDL had received special permission to complete the partially constructed ship in 1921. Though slow at 19 knots, *Columbus* showed that NDL’s service had not lost its finesse and was a popular ship. In 1926 NDL was considering a ship, able to cross from England to New York in five days. At the same time the United States government paid NDL compensation for the ships it had requisitioned during World War I. This enabled NDL to order two express liners. Launched one day apart in 1928, these two liners made a clear break with the past with their streamlined hulls and superstructures. The ships were also technically innovative with their bulbous bows and efficient underwater hulls, which resulted from extensive tow-tank<sup>1</sup> testing. NDL had planned a spectacular tandem maiden arrival for the two ships at the start of the 1929 summer season. However, a shipyard workers strike, that spring, and a major fire on *Europa* prevented it. Measuring 51,656 tons, 938 feet, with a speed of 27 knots, *Bremen* sailed on her maiden voyage that July and took the Blue Ribbon from *Mauretania*. Near sister, 49,746 ton, 936 foot, 27 knot *Europa* joined *Bremen* in March 1930 and promptly relieved her of her prize from the previous July. More subdued than *Ile de France* on the inside, both ships had a very high level of fittings and furnishings that extended through all classes. Both ships proved so popular that NDL’s share of the transatlantic traffic rose from 8.72 per cent in 1928 to 18.18 percent in 1932. Contrary to popular belief, both ships were built without subsidy from NDL’s corporate funds. The economic collapse of

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<sup>1</sup> Tow-tank – A large pool-like tank in which wave and sea conditions can be simulated. Used to test resistance of hull forms and ship’s sea-keeping abilities by towing scale models through the tank.

1929 forced the merger of HAPAG and NDL into Hapag-Lloyd in 1930. Though their ships were built with private funds, the new company was heavily mortgaged by the state bank and its presence on the North Atlantic was a matter of national prestige, even more so with the rise of the Third Reich after 1933. (Kludas, 1999)

The success of the *Bremen* and *Europa* did not escape the notice of the Italian government and the two major Italian shipping companies, Navigazione Generale Italiana (NGI) and Lloyd Sabaudò. In 1928, the Istituto di Credito Italiano was established by the government to finance major shipbuilding projects. In December 1929 NGI and Lloyd Sabaudò ordered two new liners similar in size and speed to the German twins. The worsening economic situation caused the companies to consider canceling the orders in 1930, however, Mussolini's government vetoed the idea. As a solution NGI and Lloyd Sabaudò were merged with Cosulich to become the Italia Flotta Riunite Cosulich-Lloyd Sabaudò-NGI, Genoa (Italian Line) The government became the majority stockholder in the new company. The 51,062 ton, 880 foot, 28 knot *Rex* and 48,502 ton, 814 foot, 27 knot *Conte di Savoia*, both, entered service in late 1932, however, no attempt was made to win the Blue Ribbon until 1933. In August, *Rex* crossed from Gibraltar to New York with a speed of 28.82 knots, one knot faster than *Europa*, and won the Blue Ribbon for Italy. *Conte di Savoia* attempted to take the Blue Ribbon from the *Rex*, but failed by .4 knots. Both ships were spectacularly furnished and decorated. They were well suited to their more southerly route from New York to Italy. *Rex* was equipped with three outdoor pools, aft on terraced lido decks and surrounded by beach umbrellas. *Conte di Savoia's* outdoor pool was nestled between her funnels while an enclosed winter pool was found aft on the promenade deck. The North Atlantic was not the only route to receive new tonnage. In 1933, two important ships entered service, *Neptunia* and *Oceania*, on the Italy-River Plate run. At 19,500 tons, 590 feet, and 19 knots, they weren't the biggest or the fastest. However, their impact on Italian passenger ship profiles was undeniable. Possessing raked bows, spoon-shaped cruiser sterns, and uncluttered decks, *Neptunia* and *Oceania* modernized *Saturnia's* and *Vulcania's* look and gave a strong hint of the beautiful Italian liners to come in the 1950s and 1960s. Their interiors were modern and their diesel propulsion was progressive for the time. The ships also had five cargo holds. The two

ships maintained the River Plate service until 1940. Requisitioned by the Italian government as troop transports, both ships were torpedoed in 1941. (Gibbons, 1990; Kholer, 1998; Kludas, 1999)

Between the wars, the Canadian Pacific Railroad (CPR) was the world's most integrated luxury transportation company. They had a fleet of highly successful passenger ships, empresses and duchesses, on both the Atlantic and Pacific Oceans. They also had a railway line, running from Vancouver to Halifax. The major cities along the route were equipped with Canadian Pacific Grand Hotels, which surpassed their European counterparts in luxury, size, and service. A number of them such as The Empress in Victoria, B.C., Chateau Louise and Banff Springs in Alberta, and Chateau Frontenac in Quebec have achieved legendary status. A preview of the *Empress of Britain* was provided by the trans-Pacific, *Empress of Japan*. Built in 1929, the 26,032 ton, 666 foot, 21 knot ship was well appointed in contemporary style and hinted at the future luxury of the *Empress of Britain*. In an attempt to capture more of the Mid-Western and Canadian transatlantic traffic, Canadian Pacific ordered the 42,348 ton, 758 foot, 24 knot *Empress of Britain* from John Brown & Co., builders of the *Lusitania*. Entering service in 1931, she was similar in size to *Ile de France* and the largest ship ever constructed for the Quebec-Southampton run. Her public rooms were stunning and reflected Canadian Pacific's heritage and cosmopolitan culture. A fast ship, she was able to maintain a five-day crossing, of which only three and a half were on the open seas. Her appearance was imposing with three huge yellow funnels. When the St. Lawrence froze over in the winter, the *Empress of Britain* reduced her transatlantic capacity by half and went on a world cruise. Exotic ports, superb service and cuisine, made the *Empress of Britain* one of the most sought-after winter-address for the rich and famous and ensured her legendary status. She would be sunk during World War II, while *Empress of Japan* served as troopship. After the War she was renamed *Empress of Scotland* and transferred to the North Atlantic. In 1957, she was sold to Hamburg Atlantic Line. Renovated and renamed *Hanseatic*, she joined *Bremen*, the former-*Pasteur*, as one of the flagships of the resurgent German merchant fleet in 1958. (Gibbons, 1990; Turner, 1981)



Competition for a dwindling number of passengers was not limited to the North Atlantic. In 1931, Compagnie Navigation du Sud-Atlantique (Sud Atlantique) placed 42,512 ton, 743 foot, 21 knot *L'Atlantique* on the Bordeaux-River Plate service. While the largest ship on the run, *L'Atlantique*'s exterior was long and traditional, but her interiors were even more modern than those of *Ile de France* and in some respects foreshadowed *Normandie*. Done in the Art Deco style, she had a three-deck high shopping center whose atrium stretched 150 feet and thirty-foot ceilings in her lounge and dining room, plus a towering circular lounge more than sixty feet in diameter. This shopping center would not be equaled until the arrival of the Stockholm-Helsinki cruise ferries *Sila Serenade* and *Sila Symphony* in 1991. Equal in speed, *L'Atlantique* provided a chic modern alternative to *Cap Arcona* until she burned in 1933. Similar in size to *Ile de France*, *L'Atlantique* was not well known in the United States, but had she been on the North Atlantic run, her décor would have made her the equal of any of the North Atlantic liners of that time. (Kludas, 1973; Hillion, 1992; Le Goff & de Villermont, 1998)

After *Ile de France*'s entry into service, French Line began plans for a successor. They employed Vladimir Yourkevitch, a former Russian naval architect to design the hull. Charged with surpassing the performance of the *Bremen* and *Europa*, he designed one of the masterpieces of the shipping world, 82,799 ton, 1,028 foot, 29 knot *Normandie*. In the 1930s, passenger-shipping companies played an important role in the postal system. The majority of transoceanic first class mail went by ocean liner. Therefore, most European powers with an outlet to the sea had passenger shipping companies that provided links with North America, Asia, and their worldwide colonies. The North Atlantic was the premier route. A presence there was not a question of profitability but of national prestige. This was never bettered embodied than in the *Normandie*. French Line had always been heavily involved with and supported by the French government. Laid down on January 26, 1931 on specially constructed ways, *Normandie* was launched in October 1932. Built with a government-guaranteed loan of 120.5 million francs, repayable over twenty years at 5.5 per cent, *Normandie* was the largest ocean liner constructed to date. She surpassed the Ballin trio by over fifty per cent and was nearly double the size of *Ile de France*. She was also the first liner to be longer than 1,000 feet. Her size required New York City to

construct new passenger piers in the mid-town area just as *Olympic* forced the construction of the Chelsea Piers. In addition, French Line would receive a yearly operating subsidy of 50 to 150 million francs. *Normandie* made her maiden voyage in May 1935. Her impact on the shipping world surpassed that of *Lusitania* and *Mauretania* and *Olympic* and *Titanic*. Externally she was beautiful, well-proportioned, and impressive, combining grace and size. Internally, Yourkevitch followed Mewes' idea of split uptakes. This allowed an array and flow of stunning volumes that would not be seen again until Royal Caribbean's *Voyager of the Seas* in 1999. These spaces were decorated by the best of France's designers in the Art Deco style. She was technologically advanced and powerful. She had the first air-conditioned dining room, a shimmering three hundred feet long, three deck high space. Designed with a tank-tested streamlined hull and efficient propellers, *Normandie* had an innovative turbo-electric propulsion system. At that time diesel was used on a few minor liners, but most ships of major size used steam-driven geared turbines. And she was fast, taking the Blue Ribbon from the *Rex* on her first crossing. She would lose the Blue Ribbon to the *Queen Mary* the following year and regain it in 1937, only to lose it again for good to *Queen Mary*. In 1936, *Normandie* received a new second-class lounge, which increased her size to 82,799 tons, thereby enabling her to regain the title of "World's Largest Ship" from the *Queen Mary*. (Kludas, 1999)

The activity in Germany, Italy and France, did not go unnoticed in Great Britain. White Star made a press announcement that they would construct a 25 knot liner to replace the *Homeric* in 1926. Two years later, the order was placed at Harland & Wolff, White Star's traditional building yard. Measuring 60,000 tons, 1,010 feet in length with a beam of 120 feet, she would be the largest liner in the world and Great Britain's answer to *Bremen*. Able to achieve thirty knots, the *Oceanic*, was to have three squat motor-ship type funnels and a revolutionary diesel-electric propulsion system. Sixty plus years ahead of its time, this system would become the preferred cruise ship propulsion system in the late 1990s. However, the idea of a 1,000-foot ocean liner for White Star had been conceived by Sir Edward Harland in 1889. At the time it was beyond the current technology, however, the design was kept and updated from time to time and served as the conceptual

basis for the *Oceanic*. The keel was laid on June 28, 1928. Unfortunately, financing was insufficient and work on the almost complete keel was stopped on July 23, 1929. (de Kerbrech & Williams, 1982)

Cunard also responded to the German and Italian challenge and May 1930 awarded a contract to John Brown shipyard to construct a competitor. However, the economic situation continued to worsen and on December 31, 1931 all work ceased on hull number 534. The Government was later willing to make a loan to Cunard to complete the vessel and future loan to complete a sister ship. However, as a condition for the loans, Cunard had to merge with White Star. The merger was completed by February 1934 and work resumed on hull 534, which was launched in September as the *Queen Mary*. *Oceanic's* keel was scrapped. Possessing three funnels and an evolutionary Cunard profile, 81,235 ton, 1,018 foot, 28½knot *Queen Mary* made her maiden voyage in May 1936. However, it was in August that *Queen Mary* took the Blue Ribbon from *Normandie* and became the first ocean liner to cross at above thirty knots. *Normandie* retook the record in 1937 and in 1938 *Queen Mary* settled the contest by crossing at just under thirty-one knots. As luxurious as but less flamboyant than *Normandie*, *Queen Mary* worked the Atlantic run until the start of World War II. Converted to a troop ship, she and her future running mate, *Queen Elizabeth*, were decisive in the Allied victory. After the War, she and *Queen Elizabeth* established the first balanced two ship express service and were among the most successful ships ever built. In 1967 *Queen Mary* was retired and sold to the City of Long Beach, where she's a hotel and museum ship. (Kludas, 1999)

The success of the *Queen Mary* led Cunard to order a second superliner in 1938 in their effort to be first with a two ship express service. A running mate for *Queen Mary*, the *Queen Elizabeth*, was launched amid the Munich Crisis in 1938. Planned to be the largest ship in the world, *Queen Elizabeth's* exterior showed the influence of *Normandie's* streamlining, though her interiors were an improved version of her predecessor. In March 1940, under a cloak of secrecy, the sea-ready 83,673 ton, 1031 foot, 28½knot *Queen Elizabeth* dashed across the Atlantic and five days later appeared in New York Harbor. Finally entering commercial service in 1946, *Queen Elizabeth* was the flagship of the

British merchant marine for twenty-two years and the largest passenger ship built until the *Carnival Destiny* in 1996. The *Queens* would dominate the Atlantic during the 1950s, carrying over half the traffic. *Queen Elizabeth* was the more technically advanced ship and more economically efficient, however, she never achieved the same level of popularity as *Queen Mary*. She burned in Hong Kong in 1972 while being refitted as a sea-going university. (Gibbons, 1990; Griffiths, 1990; Kludas, 1974)

Sandwiched between the *Queens* was the *Mauretania* of 1939. At 35,738 tons, 772 feet, she was the largest liner to be constructed in England since her namesake of 1907. Initially assigned to the New York-Liverpool service, she was eventually moved to New York-Southampton before the War began. From 1939-1946 she served as a troop transport and at 23 knots was among the faster ones. *Mauretania* returned to transatlantic service in 1947. Resembling a small *Queen Elizabeth*, *Mauretania* maintained this route until 1962 when she was painted several shades of light green and assigned to the New York-Mediterranean route and cruising. She was scrapped in 1966. (Kludas, 1974; Miller, 1995)

Not to be outdone, the Netherlands entered the transatlantic building race with the *Nieuw Amsterdam*. Built in the Netherlands versus earlier British-built Holland America Line (HAL) ships, her construction provided much needed support for Dutch heavy industries. Underwritten by government loans, the 36,287 ton, 758 foot, 20½knot *Nieuw Amsterdam* was the equal of *Normandie* and *Queen Mary* in terms of luxury and service. Designed by sixteen architects, she was a showcase of contemporary Dutch design and engineering. The use of split uptakes allowed a central axis design with spacious public rooms. *Nieuw Amsterdam* also served in the War as a troop transport and returned to commercial service in 1947. She was one of the most popular transatlantic liners, so popular, that when she was considered for retirement in 1967, the public outcry caused HAL's directors to make the necessary repairs to keep her in service until 1973. (Gibbons, 1990; Griffiths, 1990; Prior 1992, de Kerbrech & Williams, 1982)

The Polish Transatlantic Shipping Company (Gdynia-America Line) was formed in 1930. Its initial ships were small second hand passenger vessels. In 1934, they ordered a pair of new ships. While small by “ships of state” standards, their importance to the Polish nation and their unique financing make them worthy of note. The ships were built in Italy and paid for by shipments of coal. They were outfitted with equipment from at least ten countries. The interiors were designed and built by the Poles. For Poland they served the same purpose as *Normandie* did for France. Following the Scandinavian deployment pattern, the ships were intended to cross in high season and cruise in off season. Though rated as tourist and third class accommodations ships, the quality was very high and displayed contemporary Polish style. The 14,294 ton, 525 foot, 18 knot *Pilsudski* arrived in New York in 1935. In 1936, she was followed by the 14,287 ton, 525 foot, 20 knot *Batory*. In 1939 both ships were converted to troop transports and operated by the British government. In November, *Pilsudski* was torpedoed off England and sank. *Batory* survived the war and was returned to her owners in 1946. In 1947, after being reconditioned in Antwerp, she returned to transatlantic service and made her first call at Gdynia since 1939. In 1950, Gdynia-America Line was renamed Polish Ocean Lines. Caught up in Cold War politics, *Batory* was banned from U.S. ports in 1951. That year she began sailing from Gdynia to Bombay and Karachi. In 1957, she was modernized and began Gdynia-Montreal service in the summer and cruising in the winter. In 1969, she was replaced by the former Holland America Line *Maasdam*, which had been rebuilt as *Stefan Batory*. Sold to the City of Gdynia for one zloty, she was used as a floating hotel. However, she was not successful and ended up being scrapped in 1971. (Kludas 1973; Miller, 2001)

By the late 1930s, Hamburg Sud was contemplating a running mate to *Cap Arcona*. Meanwhile, following a long court battle with the insurers, Sud Atlantique had ordered a replacement for the burned *L'Atlantique*. Launched in 1938, the smaller 29,253 ton, 697 foot, 23 knot *Pasteur* was completed in August 1939. Her September maiden voyage from Bordeaux to Buenos Aires was postponed due to the war. From 1940-1945, she joined *Queen Mary*, *Queen Elizabeth*, *Aquitania*, *Mauretania* (1939), *Nieuw Amsterdam*, and *Ile de France* as “ ‘one of the seven seas monsters,’ the seven fastest Royal Navy

troop transports". (Hillion, 98) In 1945, she became a much decorated French troop transport receiving two *Croix de Guerre* and a medal from the Bank of France for her service. Sold to NDL in 1957, she entered commercial service as the flagship of the re-emerging German merchant marine as the *Bremen* in 1958. (Hillion, 1992; Kludas, 1974)

Britain's entry on the South Atlantic run was Royal Mail Lines, *Andes*, of 1939. Overtaken by the start of World War II, the 25,689 ton, 669 foot, 21 knot, *Andes* was completed as a troopship. In 1948, she commenced the U.K. to Buenos Aires service for which she was built. She continued in this capacity until 1959, when she was withdrawn and converted for cruising. From 1960 to 1971, *Andes* played an important role in the development of the British cruise market. She was scrapped in 1971. (Kludas, 1974; Miller, 1995)

The U.K.-Australia run was also the recipient of new tonnage during the 1930s. P&O Lines was first in the race with the five ship *Strathaird* class. Ranging from 22,544 tons and 664 feet to 23,722 tons and 668 feet, these 20 knot ships, with three funnels and box-like superstructures, were impressive sights on the London-Sydney run. The 1931 *Strathaird* and *Strathnaver*, 1935 *Strathmore*, and 1937 *Stratheden* survived troopship duty in World War II. They returned to P&O service after the war and were all withdrawn in the early 1960s and by 1969 had been scrapped. The 1938 *Strathallen* was lost to a German submarine in 1942. Orient Line's entries were the 23,371 ton, 665 foot, 20 knot *Orion* of 1935 and the 23,456 ton, 664 foot, 20 knot *Orcades* of 1937. *Orion* played the same role on the London-Sydney run as the *Ile de France* on the North Atlantic. Her interiors introduced art deco styling to the route. Both ships became troopships with the start of World War II. *Orcades* was lost to a German submarine in 1942. *Orion* returned to passenger service in 1947 and was scrapped in 1963. Shaw Savill Line's entry was the 1939 *Dominion Monarch*. Measuring 27,155 tons, 682 feet, with a speed of 19½ knots, she was the largest ship between New Zealand and the U.K. until the *Arcadia* and *Orsova* of 1954. She made several trips via South Africa and Australia to New Zealand. Built to cater to the rich farmer families, she accommodated only 517 passengers in first class only. She was also equipped with substantial refrigerated cargo

capacity to take advantage of the agricultural trade on her route. She became a troop ship in 1940. Returning to passenger service in 1946, she was withdrawn and scrapped in 1962.

As World War II approached the shipping companies continued with their plans to replace outdated tonnage. Two notable ships to result from this were Swedish America Line's *Stockholm* and HAPAG's *Vaterland*. The 28,500 ton, 675 foot, 19 knot *Stockholm* was ordered from Italy in 1936. Work commenced in March of the following year. She was an innovative ship. Designed for summer crossings between Sweden and New York and winter cruising, she would have a deployment pattern similar to *Empress of Britain*. The central axis design was used on both the public room and passenger accommodation decks. She was the first ship to be completely air-conditioned and had measures to reduce vibrations and rolling. *Stockholm* was a triple-screw and the largest motor ship built to date. Her interiors were luxurious with an elegant simplicity that previewed the 1950s. *Stockholm* was launched in mid-1938 and scheduled for trials in 1939. Unfortunately, she caught fire in December 1938 and was a total loss. A new larger 30,390 ton, 675 foot, 19 knot *Stockholm* was constructed and launched in 1940. She completed trials in 1941, however, due to the blockade of the Skaggeak, she could not be delivered and was sold back to Italy. She was converted to an Italian troopship and sunk by British aircraft in 1944. Her innovations and advanced interiors would have made her a legend had she entered service. In 1935, HAPAG considered re-entering the premium transatlantic market. Their postwar ships were comfortable but slow and small. In 1937, they ordered the first of a trio of turbo-electric passenger ships. A substantial ship of 41,000 tons and 827 feet in length, the *Vaterland* was laid down in 1938. She was an elegant ship whose bow resembled *Normandie* and the future *Queen Elizabeth 2*. With a speed of 23½ knots, she was also intended for summer crossings and winter cruising. Her construction made extensive use of welding, which was advanced for the time. *Vaterland*'s construction continued after the start of World War II, however, the German Navy required her building ways and she was launched without ceremony in August 1940. Work ceased on the unfinished ship due to wartime shortages. In 1943 she was heavily damaged during the bombing of Hamburg and was scrapped in 1948. Had the trio been completed they

would have probably followed the fate of HAPAGs earlier trio and made names for themselves. (de Kerbrech & Williams, 1982)

The appeal to national pride was not ignored in the United States. Built as a replacement for the *Leviathan*, the 33,961 ton, 723 foot, 22½knot *America* was launched on August 31, 1939. Designed by William Francis Gibbs, of the firm of Gibbs & Cox and part of a concerted effort to solidify the United States' maritime dominance, *America* was the largest and fastest passenger liner built in the United States to date. She arrived in New York for the first time in July 1940 and was assigned to the trans-Panama Canal route between New York and California because of the War. With the attack on Pearl Harbor, she became the troop transport, *West Point*. She returned to commercial service and her intended route in 1946. Until the arrival of the *United States*, she provided American flag luxury express service on the North Atlantic. She remained in service with the *United States* until 1964, when she was sold to Chandris Lines and renamed *Australis*. In 1979, she was laid up and later sold. In 1994, she ran aground while being towed to Thailand for duty as a hotel ship. The *America* can be considered the last ship in the building race that began with *Ile de France* in 1927, like *Queen Elizabeth*, she missed the “golden age” for which she was designed. (Gibbons, 1990; Griffiths, 1990; Miller, 1995; Miller, 1999)

Not to be outdone by *Queen Elizabeth* and German expansion plans, in 1939, French Line announced that they would order a new 85,000 ton ocean liner, *Bretagne*. Essentially an improved *Normandie*, incorporating technical advances made over the previous ten years, keel-laying would be in early 1940, launching would follow in 1942, and she would enter service in 1944. Keel-laying was delayed until 1941 because the ways were occupied by the aircraft carrier *Joffre*. With the fall of France, summer of 1940, plans came to an end. (de Kerbrech & Williams, 1982)

Though not large ships, the twenty liners built under the U.S. Merchant Marine Acts of 1920 and 1928 deserve mention for both the ambitious scope of their construction program and their longevity. Most left U.S. flag service after World War II, but they continued many years under non-U.S. flags and number among some of the longest lived



liners on record. Ranging in size from 11,000 to 24,000 tons and 500 to 715 feet in length, their construction provided needed jobs for both shipyard workers and merchant seamen. These ships were constructed with government loans and operated on all major American sea-lanes. Under the provisions of their construction they also provided invaluable troop transport service in World War II. Constructed under the earlier Merchant Marine Act of 1920, *Malolo* became the first premier ocean liner on the San Francisco-Honolulu route in 1927. Also designed by William Francis Gibbs, of the firm of Gibbs & Cox, she played a major role in establishing Hawaii as a tourist destination. Measuring 17,232 tons, with a length of 580 feet and a 21 knot service speed, *Malolo* was the equal of any transatlantic liner of her size. She served as a troop transport from 1941-1946. She returned to Hawaii service in 1946 and was sold to Home Lines in 1948 and later to Chandris Cruises, she remained in service as the *Queen Frederica* until 1973. Laid up from 1973-1977, she was scrapped in 1977. Less long-lived were the three Panama-Pacific liners built under the same act. The three 600-foot, 17 knot, 20,235 ton liners entered service in 1928 and 1929 between New York and San Francisco. In 1938, *California*, *Virginia*, and *Pennsylvania* were sold to the Maritime Commission and converted for South American service under Moore & McCormack management as *Uruguay*, *Brazil*, and *Argentina*. Returning to civilian duty after the War, *Uruguay* was laid up in 1954, *Brazil* in 1960, and *Argentina* in 1963. All three were scrapped in 1964. Two of the first ships constructed under the Merchant Marine Act of 1928, were Ward Line's 11,520 ton *Morro Castle* and *Oriente*. Named after Havana's landmark and Cuba's eastern province, the two 531 foot, 20 knot ships entered service in 1930 and were the most luxurious liners on the New York-Havana run. *Morro Castle* became embedded in the American consciousness when she burned off the coast on New Jersey in 1934 with the loss of 133 lives. Heavily covered by the then new media, radio, the disaster led to major improvements in passenger ship fire safety. *Oriente* became a troop transport in World War II. Laid up after the War, she was scrapped in 1957. Entering service one year after Ward Line's twins were Dollar line's 21,936 ton turbo-electric liners, *President Hoover* and *President Coolidge*. The two 654-foot, 20 knot ships served the New York-San Francisco-East Asia route. In 1937, *President Hoover* ran aground while en-route from Kobe to Manila. A total loss, she was scrapped in place the

following year. *President Coolidge* became a troop transport in 1941 and was lost in the Pacific after hitting a U.S. mine in 1942. Entering service shortly after the Dollar Line twins were the three Matson *Mariposa* class liners. Making her maiden voyage in 1931 and measuring 18,017 tons, 632 feet in length, with a speed of twenty plus knots, *Mariposa* served the San Francisco-Honolulu-Sydney route. Later that year, she was joined on the same route by her sister, *Monterey*. In 1932, a third sister, *Lurline*, joined the *Malolo* on the San Francisco-Honolulu run. In 1941, all three ships became U.S. Navy troop transports. After the War, only two ships would return to Matson Line service. *Mariposa* was laid up in 1946 and sold to Home Lines in 1954. Renovated and renamed the *Homeric*, she entered the New York-Europe trade in 1955. In 1957, *Homeric* was transferred to the Germany/France-Montreal run. In 1963, she was placed in cruise service out of New York. Known as “the fun ship,” *Homeric* served in this capacity until 1973 when a galley fire caused her to be scrapped. Laid up in 1946, the *Monterey* was placed back in service on the San Francisco-Honolulu route as the all first-class *Matsonia* in 1957. In 1963, she was renamed the *Lurline* and continued in service until 1970. Sold to Chandris Cruises in 1970, she began round the world service from Southampton to Sydney as the *Britanis*. From 1975 on, *Britanis* cruised out of the United States. She became a refugee accommodation ship in Cuba in 1995. Several years later she sank while under tow to San Francisco for conversion to a restaurant ship. *Lurline* returned to civilian service in 1948 on the San Francisco/Los Angeles-Honolulu run. In 1963, she was sold to Chandris Cruises and renamed *Ellinis*. In 1964 she was placed in Rotterdam-Sydney round the world service and later in cruising. *Ellinis* remained in service until 1980. Laid up, she was scrapped in 1987. The *Leviathan* was uneconomical to operate and was laid up in 1932. United States Lines placed two 705-foot, 24,289 ton, 20 knot ships in service in 1932 and 1933. The first, *Manhattan*, sailed the New York-Europe route until 1940, when she was placed in cruise service because of the war in Europe. In 1941 she became a troop transport and was renamed, *Wakefield*. She was laid up in 1946 and eventually scrapped in 1965. Her sister ship, the *Washington*, also remained on the New York-Europe service until 1940, she too entered cruise service. In mid-1941 she was converted to a troop transport. Renamed, *Mount Vernon*, she served in that capacity until 1946. Renamed, *Washington*, she ran an austerity service between New York and Europe

from 1946 to 1951. Laid up in 1951, *Washington* was scrapped in 1965. The Panama Pacific trio had raised the stakes on the intercoastal run, prompting W. R. Grace & Co. (Grace Line) to build four 11,200 ton, 508 foot, 18½knot sisterships, *Santa Rosa*, *Santa Paula*, *Santa Lucia*, and *Santa Elena*. Carrying only 225 passengers in all outside cabins, these ships provided a luxurious way to travel between New York and California. Designed by William Francis Gibbs, they had the appearance of larger ships and bore a close resemblance to the future *America* and *United States*. They were equipped with a large outdoor swimming pool and a retractable roof over the promenade deck dining room. *Santa Rosa* departed on her maiden voyage in 1932. *Santa Paula*, *Santa Lucia*, and *Santa Elena* followed in quick succession in 1933. In 1934, *Santa Lucia* was reassigned to the New York-Valparaiso, Chile service. With the passage of the Merchant Marine Act of 1936, which replaced direct mail contract payments with operating subsidies and restricted them to vessels engaged in foreign trade, Grace Line discontinued its intercoastal service in 1938 and reassigned the trio to a Caribbean cruise service. In 1939, *Santa Elena* joined the *Santa Lucia*. All four became troop ships in 1941. *Santa Lucia* and *Santa Elena* were lost days apart in 1943. The two surviving ships, *Santa Rosa* and *Santa Paula* returned to commercial service in 1947. They worked 12-day Caribbean cruises from New York. In 1958, they were replaced by new namesakes, laid up and in 1960, sold to Greek interests. Renamed *Athinai* and *Acropolis*, they sailed out of Piraeus from 1962-1966. *Acropolis* was scrapped between 1972 and 1974. *Athinai* appeared in the 1979 film, "Raise the *Titanic*" and finally went to the breakers in 1989. In quick succession the three new passenger-cargo liners of Panama Line entered service in 1939. *Panama*, *Ancon*, and *Cristobal* sailed between New York and Cristobal. Measuring 10,021 tons and 493 feet in length, with a speed of 17 knots, they were modern-looking ships with interiors designed by renown industrial designer, Raymond Loewy. Luxurious ships, they carried 216 passengers in first-class comfort. In 1941 they became troop transports. All three returned to civilian service in 1946 and continued sailing into the 1950s. In 1957, *Panama* was sold to American President Lines and became, *President Hoover*. *President Hoover* was sold to Chandris Cruises in 1964 and renamed *Regina*. She was finally scrapped as the *Regina Prima* in 1985. *Ancon* was given to the Maine Maritime Academy and renamed State of Maine. She was scrapped in 1973. The

*Cristobal* was moved to New Orleans in 1962 and continued in service as a twelve-passenger, government only, cargo liner between New Orleans and the Canal Zone until 1981. These American ships were launched with much fanfare and hopes for the rebirth of the United States' merchant marine. As long as government subsidies were provided, they were successful and they also played a crucial role in World War II. Once the subsidies were withdrawn or the older ones were replaced by more modern vessels, most were acquired by non-U.S. interests and went on to lead long and interesting lives, a testimony to American shipbuilding skills. (Kludas, 1974; Kooiman, 1990; Miller, 1995)

The United States wasn't alone in its shipbuilding program. Germany produced a number of competitive ships for secondary routes in the late 1930s. Carrying around three hundred passengers, split evenly between first and second class, these ships were among the most comfortable on their routes. Their mission was to show the German flag and provide stiff competition for others on the route. They also had high cargo capacities and served a dual purpose as express cargo liners. The first was NDL's 18,184 ton, 652 foot, 21 knot *Scharnhorst* in 1935. She was placed on the Hamburg-Yokohama run. Caught in Japan at the outbreak of World War II, she was laid up and sold to the Japanese Navy in 1942. Rebuilt as an aircraft carrier, she was sunk by a U.S. submarine in 1944. Later in 1935, *Scharnhorst* was joined on the route by HAPAG's 17,528 ton, 634 foot, 21 knot *Potsdam*. *Potsdam* was in Germany at the beginning of the war and served as a German Navy auxiliary until 1945. Seized by the U.K., she served as the troopship, *Empire Fowey*, until 1960. From 1960 until being scrapped in 1976, she was the Pakistani pilgrim ship, *Safina-E-Hujjaj*. In 1936, NDL's 18,160 ton, 651 foot, 21 knot *Gneisenau* joined her sister on the Far East route. In German waters at the start of the war, she became a German Navy accommodation ship. In 1943, she struck a mine and sank. Later in 1936, the German-East Africa Line placed the 16,662 ton, 577 foot, 18 knot *Pretoria* on the Hamburg-Durban run. After serving as a German Navy accommodation ship and hospital ship, *Pretoria* was seized by the U.K. and became troopship, *Empire Doon*. Renamed *Empire Orwell* in 1949, she continued as a troopship until 1958. She then became the Indonesian pilgrim ship, and later training ship, *Tanjung Pandan*. She was scrapped in 1987. In 1937, *Pretoria* was joined by sistership, *Windhuk*. In September

1939, *Windhuk* disguised herself as the *Santos Maru* and fled to Brazil. Later, seized by Brazil, she was sold to the U.S. Navy in 1942 and became the troopship, U.S.S. *Lejeune*. She was laid up in 1948 and scrapped in 1966. The last of this group, HAPAG's 16,595 ton, 598 foot, 17 knot *Patria* entered service on the Hamburg-west coast of South America run in 1938. She became a German Navy auxiliary during the war and was seized by the U.K. in 1945 for troopship duty. Turned over to the Soviet Union in 1946, she was renamed *Rossia* and placed in Black Sea service until scrapped in 1985.

The prosperity of the 1920s and the proximity to New York helped make Bermuda a tourist destination. This route was served by Furness, Withy & Company. Catering to an elite clientele with a reputation for luxury and service, their mostly first-class ships were the equal of any transatlantic liner. In 1928, the 19,086 ton, 546 foot, 17 knot motorship, *Bermuda*, made her maiden voyage between New York and Hamilton, Bermuda. In mid-1931, *Bermuda* caught fire in Hamilton Harbor and became a total loss. She was almost completely repaired at a Belfast shipyard when she caught fire again and sank. The wreck was raised and she was scrapped in 1932. *Bermuda* was replaced in late 1931 by the 22,424 ton, 580 foot, 19 knot turbo-electric liner, *Monarch of Bermuda*. She and her 22,575 ton sister ship, *Queen of Bermuda*, were among the few three-funnel liners ever built. *Queen of Bermuda* entered service in 1933. In 1934, *Monarch of Bermuda* helped rescue survivors from the *Morro Castle* disaster. In 1939, she became a troop transport. While being renovated for civilian service in 1947, she caught fire. The wreck was brought by the British government and rebuilt as an immigrant ship, *New Australia*. Sold to Greek interests in 1958 as the *Arkadia*, she was scrapped in 1966. *Queen of Bermuda* became a Royal Navy auxiliary cruiser in 1939 and a troop transport in 1943. She returned to Furness, Withy & Company in 1947. Resembling a miniature *Queen Mary* in both appearance and luxury, *Queen of Bermuda* became a familiar sight in New York and Hamilton harbors in the 1950s and early 1960s. In 1961 she was renovated and two funnels were removed. In 1966 she was removed from service and scrapped after thirty-three years of service. (Kludas, 1974)

The Union Castle liner, *Dunnottar Castle*, from this era deserves mention for her long life. The 15,007 ton, 560 foot long, 17 knot, liner entered service in 1936 on the London-Capetown round-Africa run. In 1939, she became an auxiliary cruiser and in 1942 a troop transport. In 1949, she returned to her pre-War route. In 1958, *Dunnottar Castle* was sold to Inces Line and renamed *Victoria*. Extensively overhauled and modernized, she began luxury cruise service out of New York in 1960. In 1975, she was sold to Chandris Cruises. Operating under the name *The Victoria*, she cruised in Europe until she was sold Louis Cruise Lines in the mid-1990s. Renamed *Princesa Victoria*, she was placed in cruise service out of Cyprus until 2004, when she was scrapped. (Kludas, 1974; Ward, 2001)

Canadian Pacific's introduction of the *Empress of Japan* in 1929 didn't go unnoticed. Nippon Yusen Kaisa (NYK) countered with the 16,975 ton, 583 foot, 19 knot *Asama Maru* on the Japan-California run. Luxuriously furnished, *Asama Maru* was also technologically advanced with diesel propulsion. She became a troopship in 1941 and was sunk by an American submarine in 1944. In 1930, *Asama Maru* was joined by sistership, 16,975 ton, 584 foot, 19 knot *Tatsuta Maru*. In 1938 her name was changed to *Tatuta Maru*. Converted to a troopship in 1941, she was lost to an American submarine in 1943. NYK also placed the single stack, 17,498 ton, 584 foot, 19 knot *Chichibu Maru* in the California service in 1930. Renamed *Titibu Maru* in 1938 and *Kamakura Maru* in 1939, she served as a troopship and hospital ship in World War II until she was torpedoed in 1943. NYK planned to upgrade their transpacific service in the late 1930s. Had they succeeded they would have placed the largest and fastest Pacific liners to date in service. Sisterships, 27,700 ton, 722 foot, 24 knot *Kashiwara Maru* and *Izumo Maru* were launched in 1939. Overtaken by events they were converted to aircraft carriers and later lost in World War II. These ships would have been the newest and most luxurious ships on the Pacific. They would have held a special place as the pride of the Japanese merchant marine. (Kludas, 1973; Miller, 1995)

## 2.10 Recovery and Doubt:

After the War, the return of regular transatlantic service was slow. One by one, the surviving old favorites returned to New York Harbor; *Queen Elizabeth*, *America*, and *Gripsholm* in 1946; *Queen Mary*, *Britannic*, *Mauretania* (1939), *Nieuw Amsterdam*, Poland's *Batory*, Italy's *Saturnia* and *Vulcania*, France's *De Grasse*, *Uruguay*, *Argentina*, *Brazil* and the two surviving Grace Line ships in 1947. Canadian Pacific's *Duchesses* became *Empresses* and resumed the Canada-Europe service the same year. *Aquitania* never returned to New York, instead she ran an austerity service between Southampton and Halifax before going to the breakers in 1950. *Ile de France* and *Queen of Bermuda* returned in 1949. In 1950, the *Empress of Japan* returned to duty as *Empress of Scotland* on the North Atlantic run. *Europa* became French Line's *Liberté*. Outfitted with furnishings from the destroyed *Normandie*, *Liberté* commenced transatlantic service in 1950. (Kludas, 1973 & 1974)

In the late 1940s, a debate raged in shipping circles about the future of passenger ship travel. It was anticipated in some quarters that the airplane would take over long distance travel. Most of the new tonnage of the late 1940s was replacement tonnage for routes other than the North Atlantic. However, some new ships did appear in New York. One of the first was Swedish American Line's *Stockholm*. At 11,700 tons and 525 feet in length, with a speed of 19 knots, she was smaller and far less luxurious than her ill-fated predecessor. Arriving in early 1948, *Stockholm* would make headlines by ramming and sinking the flagship of the Italian fleet, *Andrea Doria*, in 1956. Sold to East Germany in 1960 and renamed *Voelkerfreundschaft*, she reentered commercial service in 1994 as the extensively rebuilt cruiseship, *Italia Prima*. She was still cruising out of Cuba as the *Valtur Prima* in 2002. Norwegian America Line's modern-looking *Oslofford*, 16,844 tons, 577 feet, 20 knots, followed *Stockholm* by a year. However, she would not have such a long life. Sailing for Norwegian America until 1969, she would be chartered to Costa Line as the *Fulvia* and burn and sink off the Canary Islands in 1970. (Griffiths, 1990; Kludas, 1974; Miller, 1999; Ward, 2001)

The major new ship on the North Atlantic in the late 1940s was Cunard's *Caronia*. Similar in size to the *Mauretania* of 1939 at 34,183 tons and 715 feet in length, *Caronia*, set new standards for luxury at sea. Arriving in 1949, over half her capacity was devoted to first-class. Her planned use was extended luxury cruising in the off-season with a reduced passenger capacity and transatlantic crossings in the summer high season, hence, her speed of 22 knots. Painted several shades of green, she was nicknamed "The Green Goddess". Her long cruises for 350 select guests, pampered by 600 crewmembers, were legendary. In 1968, she was sold to non-British interests and renamed, *Caribia*. Unsuccessful, she was sold for scrapping and sunk off Guam Harbor on the way to the breakers in 1974. (Kludas, 1974; Miller, 1999 & 2001)

In Great Britain, the England-Australia and England-South Africa routes were among the first non-Atlantic routes to receive new tonnage. In 1948, Union-Castle Line placed the 28,705 ton, 747 foot, 22 knot *Pretoria Castle* and *Edinburgh Castle* on the Southampton-Durban route. Later that year, the 28,000 ton, 708 foot, 22 knot *Orcades* entered Orient Line service on the London-Sydney run. In 1949, she was followed by the similarly sized, *Himalaya* of the P&O Line. *Himalaya*'s sistership, *Chusan*, followed in 1950. These three were heavily influenced by the design of Orient Line's innovative *Orion* of 1939, which brought art deco interiors to the Australian route. (Kludas, 1974; Miller, 1999 & 2001)

There was also a flurry of shipbuilding activity in the United States in the late 1940s. In the final years of World War II, the U.S. Navy constructed a series of fast troop transports. These 17-18,000 ton, 622 foot, 20 knot, P2-SE2-R1 class ships were the basis for several post-War American liners. The first to become a commercial liner was the 17,811 ton USS *General W. P. Richardson*. Launched in 1944, she was converted for commercial service in 1948 and renamed *La Guardia*. From 1949 to 1951, she sailed the New York-Mediterranean route under charter to American Export Lines. Laid up in 1951, she returned to commercial service as the *Leilani* between California and Hawaii in 1956. Laid up again two years later, she was sold to American President Lines in 1960. Converted to an all first-class luxury liner and renamed *President Roosevelt*, she was



placed in round-the-world service in 1962. In 1970, she was brought by Chandris Cruises and extensively renovated. Renamed *Atlantis*, she entered cruise service out of the US East Coast. In 1972, she was acquired by Eastern Steamship Lines, renamed *Emerald Seas*, and placed in Florida-Bahamas service. Acquired by Admiral Cruises in 1984, she stayed in cruising until 1992. Sold to Greek interests and renamed *Sapphire Seas*, she was used as a hotel ship in Lisbon for Expo '98. In the late 1990s, she was finally withdrawn from service. In 2003, she was laid up under the name of *Ocean Explorer I*. The last two of the series were cancelled at the War's end and sold as unfinished hulls to American President Line. In need of replacement tonnage, American President completed them as the *President Cleveland* and *President Wilson*. Entering transpacific service in 1947 and 1948, they represented the United States in post-War Asia. Dubbed, *Ocean Queen*, they became co-stars of the television comedy, *Oh Susanna*, which ran from 1956-1960 and starred actresses, Gale Storm and Zasu Pitts. With the end of their government subsidy in 1973, they were sold to the C. Y. Tung Group of Hong Kong, and became *Oriental President* and *Oriental Empress*. Hit by the 1973 oil crisis, *Oriental President* was laid up in 1973 and scrapped in 1974. Her sister, permanently laid up in 1975, followed her ten years later. (Kludas, 1974; Miller, 1999)

Possessing smaller ships than Moore-McCormick and Grace Lines, Delta Line worked the South American coffee trade into 1943. With the return of peace they needed larger and faster ships. The result was a trio of 120 passenger, 10,000 ton, 495 foot, 17 knot combination liners. *Del Mar*, *Del Norte*, and *Del Sud* all entered service in 1946 between New Orleans and Buenos Aires. Ahead of their time, their superstructures contained a dummy funnel with the actual exhaust exiting through two pipes abaft the structure. They were air-conditioned, had only beds in the passenger cabins, and housed the crew in modern, comfortable quarters. They also had large cargo holds for coffee. In 1967, they were converted to pure freighters. They sailed in this capacity until 1972, when they were scrapped. (Kludas, 1974; Miller, 1999)

### 2.11 Ocean Liner Supernova:

Impressed by the decisive role played by ocean liners in World War II, the United States government supported a building boom in the 1950s that resulted in a number of distinctive and long-lived passenger ships. The first newly designed liners to carry the American flag on the North Atlantic were the *Independence* and the *Constitution*. Entering service in 1951, the two 23,719 ton, 683 foot liners were very popular on the New York-Mediterranean run. At 23 knots, they were also fast. Equipped with broad open decks and two outdoor swimming pools and fully air-conditioned, they were showcases of American engineering and industrial design. In addition, their interiors were designed by Henry Dreyfus, creator of the 1936 *Twentieth Century Limited*. The ships received extensive renovations in 1956 and 1959, respectively, which added fifty-six first-class cabins and improved their profitability. The *Constitution* brought Grace Kelly and her wedding party to Monaco for her wedding to Prince Rainer in 1956. The *Independence* was featured in the 1957 Cary Grant and Debra Kerr movie, "An Affair to Remember." With the advent of the Boeing 747 in the late 1960s, both ships were laid up in 1969. In 1974, they were brought by C. Y. Tung and moved to Hong Kong. Renamed *Oceanic Independence* and *Oceanic Constitution*, they remained in lay up until 1980. That year C. Y. Tung founded American Hawaii Cruises and returned the *Independence* to the U.S. flag for Hawaiian Island cruising. *Constitution* followed in 1982. In 1994, *Independence* underwent a major renovation to integrate her interiors and life style more closely with her Hawaiian route. A similar renovation was planned for *Constitution* in 1996, however, the discovery of major steelwork requirements led to her withdrawal from service. Sold to Asian breakers, *Constitution* sank en-route in late 1997. *Independence* continued in Hawaii cruises until the collapse of American Classical Voyages, who had purchased American Hawaii Cruises in the 1990s, in 2001. Laid up in California, she was purchased by Norwegian Cruise Line in 2003. (Kludas, 1974; Miller, 1999 & 2001)

The crowning achievement in American passenger ship naval engineering would come in 1952. "The large or fast Atlantic liner, has long been looked upon as a symbol of national

prestige and that view still prevailed after the end of the Second World War, in fact, it still held good into the 1960s. American liners had always come out second best to their European counterparts, but the flame still burned within some naval architects for an American owned ship to eclipse all others.”(Griffiths, 1990, 182) If *Ile de France* was the ship of the 1920s, and *Normandie* and *Queen Mary* were the ships of the 1930s, the *United States* was the ship of the 1950s. Designed by William Francis Gibbs, built to naval specifications, and financed largely by the U.S. Navy and United States government, the *United States* entered service in 1952. At 240,000+ horsepower, the *United States* was the most powerful passenger ship ever built. Her top speed of 40+ knots and horsepower were military secrets until the mid-1960s. At 53,329 tons and 990 feet in length, the *United States* was the largest liner ever built in the United States to date. On her maiden voyage in July 1952, she crossed from New York to Southampton in 3½ days at an average speed of 35.59 knots and returned at 33.92 knots. This record would hold until 1990, when broken by the fast ferry, *Hoverspeed Great Britain*, on her delivery voyage. Gibbs had an obsession with fireproofing and the *United States* was designed accordingly. It was rumored that the only wood on board was a kitchen chopping block and a grand piano. Containing materials from all forty-eight states and the U.S. territories, the *United States* was the flagship of the U.S. merchant marine. The *United States* remained in service on the North Atlantic and made occasional cruises until 1969. Laid up that year, she was eventually sold to private interests and subject to a variety of reactivation schemes. In the process her furnishings were stripped and sold off. In 2003, Norwegian Cruise Line, brought the *United States* from the heirs of the last owner and intends to renovate her for U.S. flag cruise service. (Griffiths, 1990; Kludas, 1999; Maxtone-Graham, 1972; Miller, 1999)

Eight U.S. flag passenger ships would follow the *United States*, however, none would be as large or fast. With the exception of one, all would cater to the luxury market and provide all first-class service and ample premium cargo capacity. In the early 1950s, at 563 feet and with 20 knots speed, the U.S. flag *Mariner* class freighters were the size and speed of moderate size passenger liners. Matson Lines was one of the first to realize this and, in 1955 and 1956, purchased two for conversion. The first to enter service was the

14,812 ton *Mariposa* in 1956. She was followed by sistership, *Monterey*, in 1957. Both ships were employed on the San Francisco-Honolulu-Auckland-Sydney run. The ships were austere, but comfortably, decorated and had ample cargo capacity. Known for excellent service and cuisine and carrying only 336 first-class passengers, they quickly developed a following. In 1971, *Mariposa* and *Monterey* were sold to Pacific Far East Line, when Matson decided to concentrate on cargo operations. With the expiration of their government operating subsidies, both ships were withdrawn in 1978. *Mariposa* was sold to China and went through a series of name changes before being scrapped in 1996. *Monterey* eventually went to Mediterranean Shipping Company and was sailing Mediterranean cruises in 2003. A third *Mariner* class freighter was purchased by American Banner Lines for conversion in 1957. Intended for a tourist-class transatlantic service, she carried only 40 first-class passengers and 860 in tourist-class. Influenced by Holland America's *Ryndam* and *Maasdam* from 1951-52, the *Atlantic*'s tourist class would be very modern and comfortable, but very inexpensive. Measuring 14,138 tons, with a speed of 20 knots, *Atlantic* entered service in 1958 on the New York-Amsterdam run. However, the operation was not successful and *Atlantic* was withdrawn one year later. Shortly thereafter, she was brought by American Export Lines and renovated for New York-Mediterranean service. All her cabins had private showers and toilets and she had the largest outdoor swimming pool afloat and was popular with middle class passengers. With the impact of jet planes being felt, *Atlantic* was laid up in 1967. In 1971 she was acquired by C. Y. Tung and renamed *Universe Campus*. The name was later shortened to *Universe* and she was used for University of Pittsburgh's Semester at Sea Program during the winter. In the summer she offered extended educational cruises to Alaska for World Explorer Cruises. She had the largest library afloat, over 15,000 volumes. After the 1995 Alaska season, she was replaced by the former *Brasil* and scrapped in 1996. In 1958, Grace Line's 15,371 ton, 583 foot, 20 knot twins, *Santa Rosa* and *Santa Paula*, entered service. These ships were Gibbs' final works. Comfortable, all first-class vessels, they carried only 300 passengers. They replaced their namesakes from the 1930s. They also had advanced cargo handling equipment and ample cargo capacity. Their single stack bore a strong resemblance to those of the *United States*. They entered service amidst great publicity and settled into thirteen-day cruise voyages between New

York, the Caribbean and Venezuela. In 1971, they were laid up due to rising operating costs. In 1972, the *Santa Paula* was sold to Sun Line for conversion to the cruiseship, *Stella Polaris*. Plans fell through and in 1976, Marriott Hotels converted her into a hotelship for Kuwait, the *Kuwait Marriott Hotel*. In 1989, she became the *Ramada Al Salaam Hotel*. She was bombed during the 1991 Gulf War and not repaired. *Santa Rosa* remained in lay up until 1989. She was sold to Greek interests, renovated to accommodate 960 passengers, and renamed *Regent Rainbow*. She entered service for Regency Cruises in 1992. With the bankruptcy of Regency Cruises in 1995, she was laid up again. In 1997, she was purchased by Louis Cruise Lines, renamed *Emerald*, and chartered to U.K.-based Thomson Air-Sea Cruises. She remains in service in 2003. The final pair of the American shipbuilding burst was Moore-McCormack Lines' 15,200 ton, 617 foot, 23 knot, *Brasil* and *Argentina*. Built for the New York-Buenos Aires run, the comfortable ships entered service in late 1958. Possessing large cabins, two out door swimming pools, and broad deck areas, they were also noted for their service and cuisine. Their innovative profiles included a dummy stack, originally a solarium for nude sunbathing, with the actual engine exhaust being two thin pipes located aft. In 1963, the superstructures were extended to increase capacity and the solariums were plated over. By the mid-1960s, they were making extended cruises to Europe, Scandinavia, and Africa. In 1969, they were withdrawn from service. In 1971, the ships were sold to Holland America Line and renamed *Volendam* and *Veendam*, respectively. Renovated, given increased passenger capacity, and placed in cruising by Holland America in 1973, they were chartered to Monarch Cruises in 1975 as *Monarch Sun* and *Monarch Star*. Monarch Cruises eventually went bankrupt and the ships went back to Holland America and their Dutch names. After a series of owners and name changes, they were eventually acquired by Commodore Cruise Line in the early 1990s and renamed *Enchanted Seas* and *Enchanted Isle*. In 1996, *Enchanted Seas* was chartered to World Explorer Cruises as a replacement for the *Universe* and sailed as *Universe Explorer* until 2004. *Enchanted Isle* was laid up in 2001 following Commodore Cruise Line's bankruptcy. In 1962, the first nuclear-powered passenger ship entered service. Carrying sixty passengers in luxurious quarters, the 13,599 ton, 595 foot, 21 knot *Savannah* was an example of peaceful use of atomic energy. She had a long sleek futuristic profile. She went on a number of

demonstration cruises around the world and by 1964, primarily worked between the U.S. east coast and Europe. However, she was very expensive to operate and market. In 1972, *Savannah* was laid up and de-fueled. In 1981 she was moved to Patriot Point at Charleston, SC and converted to a museum ship. Though not very successful under their original owners, American-built ships have proven to have long and interesting lives. (Kludas, 1974; Miller, 1999)

In the 1950s most of the major maritime nations entered the race for new tonnage on the North Atlantic. In the early years, when the impact of the airplane was uncertain, these ships tended to be smaller and more austere with a tourist-class orientation. However, as increasing American prosperity spurred transatlantic tourism and passenger numbers continued to rise, larger and more luxurious ships were brought into service. Maybe not the biggest or fastest on the North Atlantic, these ships were among the finest that their nations produced. As national flagships, they represented their nations' pride and hopes in the post-War world.

Shipping and shipbuilding would be critical in Italy's economic recovery. At the end of World War II, most surviving Italian liners were being operated by the Allies. In 1946, Italian Line was reestablished under government control. In support of the Truman Doctrine, the United States returned all Italian ships under its control. *Vulcania* was the first followed by her sister *Saturnia*. After repatriation duties and renovations, *Vulcania* became the first Italian liner restored to peacetime standards. Due to high demand, *Saturnia* continued an austerity service until 1949, when she could be spared for renovation. That same year, the Italian Parliament approved a three-year building program. Funded by the Marshall Plan, the program would finance the building of 460 ships, including 11 liners. These liners would be showcases for Italian art, design, and culture. With the high demand for immigration to South America, the Italy-River Plate service received priority. The 27,078, 680 foot, 21.5 knot motorship *Guilio Cesare* entered service in 1951 between Italy and Buenos Aires. Sistership *Augustus* followed in 1952. Sleek and modern-looking, these liners demonstrated a further development of the profile first seen in *Saturnia* and *Vulcania* in 1927 and later refined in *Neptunia* and

*Oceania* in 1933. Carrying the pride of their nation, these two liners were proof that Italy had not lost its skills in ship construction and outfitting. These two, along with the restored liners, marked Italy's return to the rank of major maritime nations. The next liner to enter service was the 29,083 ton, 696 foot, 23 knot *Andrea Doria* in 1953 on the Italy-New York run. Considered one of the most beautiful ships ever built, *Andrea Doria* set new standards in postwar ship design and luxury. Boldly decorated with works of art, she and her sistership, 29,191 ton, 700 foot *Cristoforo Colombo*, established a pattern that would be repeated in 1965 with *Michelangelo* and *Raffaello*; the flagship decorated in bold, strong colors and showered with artworks, and the sister, equally beautiful in more subdued, subtle colors and decoration. *Cristoforo Colombo* joined her sister in 1954. That year, Italian Line attained second place in transatlantic passenger traffic. Cunard and the *Queens* were in first; United States Lines with the *United States* and *America* in third; and French Line with *Liberté*, *Ile de France*, *Flandre*. And *De Grasse* in fourth. On the evening of July 25, 1956, the New York-bound *Andrea Doria* emerged from a fog bank off Nantucket and was struck by the outward bound *Stockholm*. Mortally damaged, the *Andrea Doria* listed to starboard and began to sink. The majority of the survivors were rescued by the Europe-bound *Ile de France*, who turned around and raced to the rescue. *Stockholm's* collision bulkhead held and she was able to return to New York under her own power the next day. Fifty-three passengers and crew on both ships lost their lives. At 10:09 the next morning *Andrea Doria* rolled over on her side and slipped beneath the sea. Her final moments were captured by the relatively new media of television and broadcast around the world. In Italy, it was a national tragedy. By the end of the month, the Italian Cabinet approved funds for a replacement. In early 1960, Italian Line ordered two 36,000 ton, 26 knot liners for delivery in 1963. Later that year, *Andrea Doria's* replacement, the 33,340 ton, 765 foot, 23 knot *Leonardo da Vinci* arrived in New York. A ship of great beauty with an elegantly decorated interior, *Leonardo da Vinci* was the first Italian liner to have a dedicated theater. All cabins had private showers and toilets. September 8<sup>th</sup> of that year was an historic day for Italian passenger ships. The keels were laid for the *Michelangelo*, *Raffaello*, *Guglielmo Marconi*, and *Galileo Galilei*. In addition to these liners, Home Lines' *Oceanic* was under construction and construction was due to start on Costa Lines' *Eugenio C*. This put a severe strain on the shipbuilding industry with the

result that the *Guglielmo Marconi*, and *Galileo Galilei* didn't deliver until late 1963; and *Oceanic*, *Michelangelo*, and *Raffaello* until 1965; and *Eugenio C* until 1966. The 27,907 ton, 702 foot, 24 knot *Galileo Galilei* and *Guglielmo Marconi* entered service for Lloyd Triestino on the Italy-Sydney route six months apart. Originally planned for two-class Germany-Canada service, the innovative 39,241 ton, 774 foot, 26.5 knot *Oceanic* was modified while under construction and entered the New York-Nassau cruise run in April 1965. *Oceanic* had numerous luxuriously decorated public rooms and a two pool tiled lido area between the funnel and the bridge deckhouse. This was covered with a clear magrodome that could be retracted in good weather and extended in cold or inclement weather. She also had ten suites with private verandas on the deck below the bridge. She was equipped with a standard promenade deck of public rooms and had a deck of cabins between the promenade and pool decks. *Oceanic* was the pioneer for many of these features and would remain the largest purpose-built cruise ship until the *Royal Princess* in 1984. The 45,911 ton, 902 foot, 26.5 knot *Michelangelo* followed on the Italy-New York service in May and *Raffaello* in July. In August 1966, the 30,567 tons, 712 foot, 27 knot *Eugenio C* entered the Italy-Buenos Aires trade. All these ships were modern and attractive in appearance. Their interiors exhibited the best in Italian design and art. *Giulio Cesare* sailed for Italian Line until 1973. Laid up due to rudder machinery damage, she was scrapped later that year. *Augustus'* last voyage to Buenos Aires was in 1976. After that she was laid up and went through a succession of Asian owners and is currently laid up in Kaohsiung. *Cristoforo Colombo* continued until 1977. She was a very popular ship. Sold as a hotelship in Venezuela, she lasted until 1981. Sold to Asian breakers that year, she was finally scrapped in 1983. *Leonardo da Vinci* worked the Italy-New York run until 1977. She cruised out of Florida under charter to Costa in 1978. Laid up in La Spezia later that year, she caught fire and sank in 1980. The wreck was raised and scrapped in 1982. *Galileo Galilei* and *Guglielmo Marconi* both served on the Italy-Sydney run until 1977 when they were laid up. From 1979-1981, *Galileo Galilei* was used for Italian-flag cruises. In 1983 she was acquired by Chandris Cruises and renamed *Galileo*. Extensively rebuilt in 1989, she was renamed the *Meridian*. In the late 1990s she was sold to Asian cruise operators and renamed *Sun Vista*. In 1999, she caught fire and sank in the Straits of Malacca. *Guglielmo Marconi* was used for Italian-flag cruising from



1979-1980. She was then laid up until 1983, when she was brought by Costa Cruises. Extensively rebuilt, she was renamed *Costa Riviera*. Used for cruising, she was scrapped in 2002. *Oceanic* sailed for Home lines until 1985. Sold to Premier Cruises and renamed *Starship Oceanic* she sailed on short Florida-Bahamas cruises. With Premier Cruises' bankruptcy in 2000, she was laid up and later sold to Pullmantour Cruises, a Spanish tour operator. Renamed *Oceanic*, she was still sailing in 2004. *Michelangelo* and *Raffaello* maintained the New York-Italy express service until 1975. Laid up mid-year, they were sold to the Iranian Navy for use as barracks ships. *Michelangelo* was sold to the breakers in 1991, while *Raffaello* was bombed by Iraqi aircraft in 1982 during the Iran-Iraq War. Burned out and scuttled, the wreck was scrapped in the 1990s. *Eugenio C.* eventually went in to cruising for Costa. In 1987 her name was changed to *Eugenio Costa*. In the late 1990s she went through a number of name and owner changes before being purchased by Premier Cruises. With their bankruptcy, she was laid up in 2000. Two other Italian ships from this era deserve mention, the *Ausonia* and the *Federico C.*. Completed in 1957 for Adriatica Line, the 11,879 ton, 522 foot, 21 knot *Ausonia* worked the Trieste-Eastern Mediterranean route. Tastefully furnished in modern Italian style, she resembled a miniature *Cristoforo Colombo*. She eventually went in to cruising. She has retained her name and beauty through several renovations and owners. In 1997 she was purchased by Louis Cruises and chartered to U.K.-based First Choice Cruises. She was still sailing in 2002. *Federico C.* was the first major passenger ship built for a private Italian company in postwar Italy. The 20,416 ton, 606 foot, 21 knot ship was placed on the Italy-Buenos Aires run in 1958. While not as luxurious as the Italian Line ships, *Federico C.* was still a good representative of Italian style. She later went into Caribbean cruising for Costa. In 1983 she was sold to Premier Cruise Lines, renamed *Starship Royale* and placed in Florida-Bahamas cruising. In the 1990s, she went through a number of owners and names before ending back with Premier as *Sea Breeze*. In 2000 she sank off the east coast of the United States while en-route to lay up. (Kludas, 1974; Kohler, 1998; Miller, 1995; Ward, 2001)

The Dutch shipyards were also busy in the early postwar period. During the late 1940s, they produced a number of passenger-cargo ships. In 1951, the 15,015 ton, 503 foot, 16½

knot *Ryndam* entered service. She was distinguished by a streamlined profile and the large number of tourist class berths. Carrying only 39 passengers in first class and 854 passengers in tourist class, she reflected Holland America's management's philosophy that the future lay in tourist class. She and her 1952 sistership *Maasdam* would have long lives. Both served the New York-Europe run until 1966 when they were transferred to the Europe-Canada run. In 1968, *Maasdam* was sold to Polish Ocean Lines. She was renovated in Gydansk and renamed *Stefan Batory*. In 1969, she began transatlantic service between Montreal and Poland and cruising from the U.K. in winter. She served in this capacity until 1988 and was an important source of hard currency for the Polish government. That year she was sold to Greek interests and renamed *Stefan*. From 1990 to 1992, she was an accommodation ship in Sweden. In 1993, she was laid up in Greece. *Ryndam* was laid up in 1971. Sold to Epirotiki Lines in 1972, she was renovated and began Mediterranean cruise service as the *Atlas* in 1973. In 1988, she was withdrawn from service and sold to Panamanian interests. She worked as a gambling ship under several names and was permanently moored in Gulfport, Mississippi in 1993 under the name of *Copa Casino*. The success of the *Ryndam* and *Maasdam* led to the construction of the 1957 *Statendam*. Larger and faster at 24,294 tons, 642 feet and 19 knots, *Statendam* had a modern and attractive profile. Her capacity of 84 first class and 868 tourist class passengers reflected the same philosophy as her recent predecessors. *Statendam* served the New York-Rotterdam route. By the 1970s, she was mostly deployed in cruising. In 1981 she was sold to Paquet Cruises and renamed *Rhapsody*. Later she was sold to Regency Cruises and became the *Regent Star*. In 1995, she was laid up following Regency Cruises' bankruptcy. Renamed *Sea Harmony*, she was still laid up in 2003. In 1959, the Dutch shipyards produced one of the world's maritime masterpieces, the *Rotterdam*. At 38,645 tons, 748 feet, with a speed of 20½knots, the *Rotterdam* was the largest ship built to date in the Netherlands and the largest built in Europe since the 34,183 ton *Caronia*. She worked the New York-Rotterdam run with the *Nieuw Amsterdam*, *Statendam*, *Ryndam* and *Maasdam*. In 1969, she was assigned solely to cruising. Her world cruises became legendary. An extremely popular ship with a high number of repeat passengers, *Rotterdam* was retired in 1997. She was purchased by Premier Cruises and brought up to current safety standards. Renamed the *Rembrandt*, she

cruised for Premier until their bankruptcy in 2000. In 2004, she was towed back to The Netherlands for conversion to a floating hotel in her namesake city.

Holland America Line wasn't the Dutch yards only customer. They built a number of ships for other countries during the same time period. First of these was Norwegian America's *Oslofjord* of 1949. She was followed by two sister ships for Companhia Colonial (Portuguese Line), the 1952 *Vera Cruz* and 1953 *Santa Maria*. At 21,765 tons, 610 feet, with a speed of 20 knots, these ships were the flagships of the Portuguese fleet. They possessed a streamlined classical profile and had terraced lido decks to take advantage of the sun along their route. Both ships were placed in the Portugal-Brazil-Argentina service. In 1960 *Vera Cruz* was moved to the Lisbon-Angola route. In 1961, *Santa Maria* made headlines by being hijacked while en route between Curacao and Miami. Taken over by a group of armed rebels on January 22, *Santa Maria* was released in Recife on February 2. Her third officer was killed and several other crewmembers wounded in the incident. Both ships were withdrawn from service and scrapped in 1973. In 1953, Dutch yards built the *Kungsholm* for Swedish America Line. *Kungsholm* will be covered in detail later.

British yards were also busy in the late 1940s and early 1950s. With the exception of Cunard's first class passenger-cargo liners, *Media* and *Parthia* of 1947 and 1948, and *Caronia* of 1949, most of the tonnage went to non-North Atlantic routes. These routes were much longer and required more ships to maintain adequate service. The ships were of substantial size and at 22 knots, relatively fast. They were also capable of maximum speeds between 24 and 25 knots to protect the schedule in case of bad weather. Orient Line's 27,632 ton, 709 foot *Oronsay* entered service between London and Sydney in 1951. She represented a further evolution of the *Orion*'s design, which would culminate in the *Oriana* of 1960. She was followed by the 28,790 ton, 723 foot *Orsova* in 1954. Both ships were later put on the London-Suez-Sydney-San Francisco-London route. In the late 1950s P&O and Orient Line merged and became P&O Orient Lines. In 1966, P&O brought the remaining Orient Line stock and the company became P&O Lines. Both ships were enlarged to 28,117 tons and 29,091 tons, respectively, in 1969. *Orsova*

was scrapped in 1974 and *Oronsay* followed her in 1975. P&O met Orient Line's challenge with the 27,955 ton, 709 foot, 22 knot *Himalaya* in 1949 and the 24,215 ton, 672 foot, 22 knot *Chusan* in 1950. Both ships worked the London-Sydney run and later were part of P&O's round the world service. Both were scrapped in 1973. *Himalaya* and *Chusan* were followed by two more ships in 1954, the 29,734 ton, 721 foot *Arcadia* and the 29,614 ton, 719 foot *Iberia*. Both ships started on the London-Sydney route and in 1959, were placed on the round the world route. In 1960, *Arcadia* was enlarged to 29,664 tons and *Iberia* was enlarged to 29,779 tons in 1970. *Iberia* was scrapped in 1972. *Arcadia* was employed in cruising from 1975-1979 before joining her sister at the breakers.

Another route to receive new tonnage, in 1951, was the New York-Bermuda run. Furness Withey & Company wanted a versatile replacement for the fire damaged *Monarch of Bermuda*, one that could help with the Bermuda traffic in the high season and cruise in the off season. The result was the 13,654 ton, 516 foot, 18 knot *Ocean Monarch* was the answer. A small intimate ship, *Ocean Monarch* cruised out of New York in the winter and assisted *Queen of Bermuda* during the busy high season. By the mid 1960s, the jet plane had made serious inroads on the New York-Bermuda traffic and *Ocean Monarch* was laid up in 1966. She was later sold to Bulgarian interests, renamed *Varna* and placed in cruising. She was eventually scrapped.

The U.K.-Africa route also received substantial new tonnage. In 1950, British India Line placed the 14,464 ton, 540 foot, 16 knot *Kenya* in service between London and East Africa. In 1952, *Kenya* was joined by sistership, *Uganda*. In 1967, *Uganda* was converted into a school ship. She retained a small number of paying passengers in the first class accommodations and had her third class and cargo spaces converted to dormitories for school children. The school cruises were part of a government sponsored educational program. Her tonnage was increased to 16,907. In 1973, she was transferred to P&O Lines registry. She was known to generations of British school children and became a beloved ship. She is one of the few ships with her own historical society. In 1983, *Uganda* was requisitioned as a hospital ship for the Falklands War. After the War,

she was laid up. Despite numerous efforts to preserve her, she was sold to breakers and sank during a typhoon in Kaohsiung in 1986. *Kenya* had preceded her to the breakers in 1969.

Union-Castle Line survived World War II with most of their fleet intact. However, government sponsored immigration and competition from Greek ship owners with second hand tonnage provided an incentive for a substantial fifteen-year building program. The program was in two waves, 1948-1952 and 1959-1962. The first ship was the 28,705 ton, 747 foot, 22 knot *Pretoria Castle* in 1948. She was followed by sistership *Edinburgh Castle* later that year. Both ships worked the Southampton-Durban run. In 1966, *Pretoria Castle* was sold to the South African Marine Corporation (Safmarine Lines) and renamed *S.A. Oranje*. In 1967 both were modernized. In 1975, *S.A. Oranje* was scrapped. She was followed a year later by *Edinburgh Castle*. In 1950, the 18,400 ton, 595 foot, 18½knot *Bloemfontein Castle* started on the London-East Africa service. In 1959, she was sold to Chandris Lines and renamed *Patris*. She was placed in the Greece-Australia service. In 1978, she was sold to Karageorgis Lines and refitted as a Mediterranean ferry under the name, *Mediterranean Island*. In 1981, she became *Mediterranean Star* and was scrapped in 1987. In 1951, the 17,041 ton, 576 foot, 17½knot *Rhodesia Castle* was introduced on the round-Africa route. She served in this capacity until 1967, when she was scrapped. Her 1952 sistership, *Kenya Castle* would have a much longer life. After serving on the round-Afrika run, *Kenya Castle* was laid up in 1967. She was brought that year by Chandris Lines and converted to a cruiseship. Measuring 19,904 tons and renamed *Amerikanis*, she became a familiar sight in the Caribbean, Mediterranean and Northern European waters. *Amerikanis* continued cruising for Chandris lines into the late 1990s before going to the breakers in 2002. A third ship, the 17,029 ton *Braemar Castle* joined her sisters on the same route later in 1952. In 1965, she was moved to cruising and scrapped in 1966.

The second wave began with the 28,582 ton, 763 foot, 22½knot *Pendennis Castle* in 1959. A large modern looking ship, *Pendennis Castle* brought new standards of comfort to the Southampton-Durban route. In 1960, she was surpassed by the 37,640 ton, 783 foot,

23½knot *Windsor Castle*, the largest and fastest ship ever built for the route. Two years later, *Pendennis Castle* and *Windsor Castle* were joined by the 32,697 ton, 760 foot, 22½ knot *Transvaal Castle*. In 1966, *Transvaal Castle* was sold to Safmarine Lines and renamed *S.A. Vaal*. However, she stayed in the Southampton-Durban service. The fuel crisis of 1973 was hard on ocean liners. In 1976, *Pendennis Castle* was sold to the Ocean Queen Navigation Company and renamed *Ocean Queen*. Sold to Panamanian interests the next year, she was eventually scrapped in 1980. In 1977, *Windsor Castle* was sold to Latsis Line and renamed *Margarita L.* She was later used as an accommodation ship in Saudi Arabia and was laid up in Greece in 1992. *S.A. Vaal* fared better than her running mates. Sold to Carnival Corporation in 1977, she was rebuilt as the *Festivale*. She cruised for Carnival Cruise Lines until the late 1990s. Sold to Premier Cruises, she was renamed *Island Breeze*. In 2000, she was laid up following Premier Cruises' bankruptcy.

In the late 1940s and early 1950s, much of the French shipyards' activity was directed to routes other than the North Atlantic. A four ship class of 12,000 ton, 536 foot, 17 knot passenger ships with substantial cargo capacity was constructed for the Le Havre-Buenos Aires run between 1948 and 1952. This run also received the 16,335 ton, 581 foot, 18 knot *Bretagne* in 1951. A similar size running mate, the 15,889 ton, 580 foot, 18 knot *Provence* was constructed in England and entered service the same year. *Bretagne* was sold to Chandris Lines in 1961 for Europe-Australia and cruising service. She was renamed *Brittany*. In 1963, she caught fire and sank. The remains were scrapped in 1964. *Provence* fared better. In 1965, she was sold to Coasta Line for Italy-South America service and renamed *Enrico C.* Renamed *Enrico Costa* in 1987, she was re-engined in 1990 and sold to Starlauro Cruises in 1994. Renamed *Symphony*, she remained in service until 2000. Between 1952 and 1953, a series of eight 10,000-13,200 ton passenger-cargo liners were constructed for Messageries Maritimes' Far Eastern service. These were followed by 13,217 ton, 545 foot, 21 knot *Cambodge* on the Marseille-Yokohama route in 1953. In 1969, *Cambodge* was sold to Sun Line and rebuilt for cruising. Renamed *Stella Solaris*, she was still cruising in 2003. The 12,614 ton, 545 foot, 17 knot *Tahitien* entered service on the Marseille-Sydney run the same year as the *Cambodge*. In 1972,

*Tahitien* was sold to Greek interests, she was renamed *Atalante* and converted for cruising. *Atalante* was still in service in 2003.

The immediate post-war efforts of French shipyards that were dedicated to the North Atlantic concerned the modernization and civilian refit of the *Ile de France* and the major conversion of the former-*Europa* into the *Liberté*. However, in 1952, France had a new ship for the North Atlantic, the 20,469 ton, 600 foot, 22 knot *Flandre*. The *Flandre* encountered serious engine problems on her maiden voyage and has the dubious distinction of being the only liner to arrive on its maiden voyage under tow. Returned to her builders for repairs, *Flandre* rejoined *Liberté* and *Ile de France* in 1953. *Flandre*'s 19,828 ton, 599 foot, 22 knot sistership, *Antilles* entered service in 1953 on the Le Havre-Caribbean/Central America run. She remained on this run until she ran aground on Mustique and burned in 1971. In 1958, *Flandre* joined *Antilles* for the winter season and worked the New York run during high season. With the introduction of the *France* in 1962, *Flandre* was assigned full time to cruising and the France-Caribbean route. In 1968, she was sold to Costa Line and renamed *Carla C.*. In 1974, her steam engines were replaced by diesels. In 1986, she was renamed *Carla Costa*. Sold to Epirotiki Lines in 1992, she was renamed *Pallas Athena*. In 1994 she caught fire during overhaul and was scrapped in 1995. In 1957, Fabre Line placed a pair of 12,460 ton, 530 foot, 16 knot ships in service between Marseille and Pointe-Noire, Congo. One of these, *Mermoz*, would be destined to be one of the oldest French built and French market oriented ships. In 1965, *Mermoz* was sold to Paquet Line. In 1970, she was converted for cruising and enlarged to 13,804 tons. She sailed for Paquet Line, worldwide, until 1999. During much of that time she was the only francophone cruise ship afloat. Sold to Louis Cruise Lines and renamed *Serenade*, she was still cruising the Mediterranean in 2003.

With the post-war economic recovery well underway, the mid-1950s saw a flurry of shipyard activity as the shipping companies sought to round out their fleets and return to former glory. The British yards were among the busiest, building not only for Cunard, but also for a number of other lines. Between 1954 and 1957, Cunard introduced four medium size liners to round out their intermediate service and upgrade their Canadian

service. With the *Queens* running full, there was a need to provide more berths under the Cunard flag. Medium size liners could be built faster and cheaper than a third *Queen* and were more flexible in deployment. The 21,637 ton, 608 foot, 20 knot *Saxonia* entered Canadian service in 1954. In 1961, she was moved to the New York-Liverpool run. In 1962-1963, she was converted for cruising and became the 22,592 ton *Carmania*. She worked Rotterdam-Montreal in the summer and cruised in the winter. In 1971, she was laid up and, in 1973, sold to Soviet interests. In 1974, renamed *Leonid Sobinov*, she reentered service on the Australia-U.K. run and cruising. She was still cruising in the 1990s. The second sister, the 21,717 ton *Ivernia*, entered Canadian service in 1955. She followed *Saxonia*'s pattern and was converted for cruising as the *Franconia* in 1962-1963. Rejoining *Carmania* in 1963, she was assigned to cruising only in 1970. Laid up in 1971, she too was sold to Soviet interests and renamed *Fedor Shalyapin* in 1973. She joined *Leonid Sobinov* on the Australia-U.K. run and later in cruising. She was still cruising in the 1990s. In 1956, the 21,947 ton *Carinthia* entered summer Canadian service. In the winter she worked the New York-Liverpool route. In 1967, *Carinthia* was assigned to cruising only. In 1968, she was sold to Sitmar Cruises and extensively rebuilt. Renamed the *Fairsea*, she cruised from Alaska to the Caribbean from 1972 to 1988. In 1988, Princess Cruises brought Sitmar and she was renamed *Fair Princess*. She cruised worldwide for Princess Cruises until 1995. Brought by Regency Cruises and renamed *Regent Isle*, she was eventually acquired by Asian interests and moved to Asian waters. She was still sailing as *China Sea Discovery* in 2003. The final member of the quartet was the 21,989 ton *Sylvania*. Assigned the Canadian route in the summer and New York-Liverpool in the winter, *Sylvania* entered service in 1957. In 1968, she followed *Carinthia* to Sitmar and was renamed *Fairwind*. With Princess' acquisition of Sitmar, she was renamed *Dawn Princess*. In 1993, she was sold to V-Ships and renamed *Albatros*. In 2003, she was cruising under long-term charter to Phoenix Seereisen, a German tour operator.

In 1955, British yards produced a ship that was the shape of things to come, the 20,204 ton, 604 foot, 20 knot *Southern Cross*. Built for Shaw Savil's Southampton-Sydney service, she had an, at the time, very unique engine configuration and profile. With the



boiler room and engine room arranged vertically versus the traditional horizontal arrangement, *Southern Cross*' machinery spaces were located in the stern like a tanker's arrangement. This allowed open deck and pool spaces amidships and spacious public rooms for a ship of her size. Though an aft machinery arrangement is common in modern cruise ships, it was considered revolutionary in 1955. It would be seen again in the *Canberra* of 1960 and *Southern Cross*' larger running mate *Northern Star* of 1962 before becoming commonplace in the 1970s and 1980s. *Southern Cross* was laid up in 1971. In 1973, she was acquired by Greek interests. Renamed, *Calypso*, she was employed in Aegean cruising. In 1980, she was purchased by Western Cruise Lines, renamed *Azur Seas* and placed in short cruises out of Los Angeles. In 1992, she was resold to Dolphin Cruise Lines, renamed *Ocean Breeze* and placed in Caribbean cruising. Acquired by Premier Cruises in 1997, she was laid up following their bankruptcy in 2000. Later that year, *Ocean Breeze* was brought by Imperial Majesty Cruise Line for short Florida-Bahamas cruising and was still cruising in 2003.

British shipyards also played a key role in the revitalization of Canadian Pacific's Montreal-Europe service. In 1956, the 25,516 ton, 640 foot, 20 knot *Empress of Britain* began Montreal-Liverpool service. With a ratio of 160 first class passengers to 894 tourist class passengers, she reflected the growing importance of tourist class passengers. With a single buff funnel, white hull and streamlined profile, *Empress of Britain* was an attractive ship. She was followed by a 25,585 ton sister, *Empress of England* in 1957. In 1961, the sisters were joined by the larger 27,284 ton, 650 foot, 20 knot *Empress of Canada*. *Empress of Canada* worked the Canadian run in the summer and cruised out of New York in the winter. In 1964, *Empress of Britain* was sold to Greek Line and renamed *Queen Anna Maria*. Renovated and given an extensive lido area, she was placed in the New York-Mediterranean service. In 1975 she was laid up and later sold to Carnival Cruise Lines. Renamed *Carnivale*, she cruised the Caribbean until 1994, when she was sold to Epirotiki and renamed *Olympic*. Later she was sold to Topaz International and renamed *The Topaz*. In 2003 she was under charter to Thomson Cruises, a British tour operator. In 1970, *Empress of England* was sold to Shaw Savil. She was renovated for cruising and renamed *Ocean Monarch*. In 1971, she began cruising out of the U.K. In

1975, she was scrapped. *Empress of Canada* continued in service until 1972. Laid up, she was purchased by the newly formed Carnival Cruise Lines and renamed *Mardi Gras*. In 1993, *Mardi Gras* was sold to Epirotiki and renamed *Olympic*. By 1994, she was renamed *Star of Texas* and operated gambling cruises out of Houston. She was later renamed *Lucky Star* and operated gambling cruises out of a number of U.S. east Coast ports. Eventually, she was back in Europe and renamed *Apollon*. She operated a number of cruises under charter to Direct Cruises, a British tour operator from 1998 to 2000. She was laid up later in 2000 and scrapped in 2003.

In 1953, the 22,979 ton, 611 foot, 21 knot *Olympia* was built for Greek Line. Entering the New York-Greece service, she was the flagship of the Greek merchant marine. With a modern profile and numerous well-decorated public rooms, she was the finest Greek ship of her day. In 1970, she was transferred to cruising and laid up in 1974. In 1982, she was brought by Commodore Cruise Lines, rebuilt for cruising, converted to diesel propulsion, and renamed *Caribe I*. In 1993, she was sold to Regal Cruises and renamed Regal *Empress*. As *Regal Empress*, she cruised out of Florida in the winter and the North East U.S. in the summer. With the 2003 bankruptcy of Regal Cruises, she was laid up.

In 1956, the 18,739 ton, 578 foot, 20 knot *Bergensfjord* entered service for Norwegian America Line. She worked the New York-Oslo run in the summer and cruised in the off-season. She was a larger version of the 1949 *Oslofjord*. In 1971, she was sold to French Line and renamed *De Grasse*. *De Grasse* was sold to Asian interests in 1973 and renamed *Rasa Sayang* for Singapore based cruising. In 1977 she was badly damaged by fire at sea and laid up. Sold to Greek interests in 1980, she burned and sank while undergoing refit in Greece.

In 1957, Bibby Line's 20,586 ton, 609 foot, 17 knot *Oxfordshire* entered service under charter to the British government as a troop transport. Released back to Bibby Line in 1962, she was brought by Sitmar Line in 1963. Renamed, *Fairstar*, and renovated for Europe-Australia duty she began commercial service in 1963. In 1973, she was assigned to cruising only out of Sydney. In 1988, she was brought, along with Sitmar's other ships,

by P&O/Princess Cruises. She was a very popular ship on the Australian cruise circuit and was withdrawn from service in 1997.

Two other mid-1950s liners of note are Swedish American pair. Swedish American Line was not completely satisfied with their *Stockholm* of 1948, they wanted something larger and faster, that could also cruise in the winter. The result was the Dutch-built 21,141 ton, 600 foot, 19 knot *Kungsholm* in 1953. An attractive two-funnel ship, with a white hull, *Kungsholm* incorporated many features of the ill-fated *Stockholm* of 1939. In 1957, Swedish American Line took delivery of the Italian-built 23,191 ton, 631 foot, 19 knot *Gripsholm*. A larger version of *Kungsholm*, *Gripsholm* was equally popular. The two liners sailed between New York and Sweden in the summer and made extended cruises in the winter. With the introduction of the new *Kungsholm* in 1966, *Kungsholm* was sold to NDL. Renamed *Europa*, she sailed with *Bremen* between New York and Germany in the summer and cruised in the winter. In 1970 NDL and HAPAG merged to form Hapag-Lloyd. In 1972, *Europa* was assigned to cruising only. With the introduction of a new *Europa* in 1981, *Europa* was sold to Costa Lines and renamed *Columbus C*. In 1984, *Columbus C*. rammed the breakwater at Cadiz and sank. She was scrapped in 1985. In 1975, *Gripsholm* was sold to Karageorgis Lines and renamed *Navarino*. *Navarino* was used in worldwide cruising. In 1981, she fell off the blocks while in drydock and sank. In 1983, she was raised and sold to Italian interests. She was acquired by Regency Cruises in 1984 and renamed *Regent Sea*. *Regent Sea* operated worldwide. She was laid up after Regency's 1995 bankruptcy and eventually sank on her way to the breakers a number of years later.

In 1957, a little over two million travelers made the transatlantic crossing, half by air and half by sea. In 1958, transatlantic ship passengers peaked at approximately 1.2 million. That same year, jet aircraft began transatlantic service and air numbers surpassed those by sea. Jet aircraft meant more comfortable rides, faster transit times, and cheaper fares. Under this assault, transatlantic liner numbers would fall to 42,000 by 1962. (Ransome-Wallace 1977) Further impacted by the advent of the 747 in 1969 and the fuel crisis of 1973, only *Queen Elisabeth 2* and *Stefan Batory* would remain on the regular summer

transatlantic run following the withdrawal of *France* in 1974, and *Michelangelo* and *Raffaello* in 1975. With the exception of Soviet participation by the *Alexandr Pushkin* in the late 1970s and early 1980s, *Queen Elizabeth 2* would remain the sole transatlantic liner following the withdrawal of *Stefan Batory* in 1988. By 1980, other year round passenger liner line voyages (point to point in regular scheduled service) would be at an end. However, in 1958, the shipping companies were optimistic that they would continue to attract passengers and, buoyed by this optimism, they produced a series of extraordinary liners over the next fifteen years. These ships would represent the final products of shipping lines going back as far as one hundred years. The first two ships would come from British yards and be followed by a number from French yards. Others, mixed in with British and French, would follow from German and Italian yards.

The first ship was Orient Line's 41,915 ton, 804 foot, 27½knot *Oriana*. She was the last Orient Lines planned and designed ship. Possessing a unique profile, she was the culmination of Orient Line design development that began with *Orion* in 1935. She was the largest passenger ship ever built in England (*Titanic* and sisters were built in Northern Ireland and the *Queens* were built in Scotland.) She was also the fastest ship constructed for the U.K.-Australia run and is holder of the "Golden Cockerel" for the fastest U.K.-Sydney passage. The award, also for the fastest ship in the P&O fleet, would be passed to *Canberra* upon *Oriana*'s retirement and later to her successor, *Oriana* in 1997, upon *Canberra*'s retirement. Her interior design was a showcase of contemporary British design. She was equipped with broad sunny decks and four outdoor swimming pools. In 1960, she began service from Southampton to Sydney and Auckland and on to San Francisco and Southampton. In 1966, she was transferred to P&O Lines and later placed in cruising out of the U.K. and Australia. Sold to Japanese interests in 1986, *Oriana* was refitted as a museum ship at Beppu Bay. Later she was sold to Chinese interests, and after being in several ports, including Shanghai, was moved to Dalian in 2001. She was further modified to serve as a museum, theme park, and banquet hall. She is also one of the few passenger liners to be featured as a Revell modeling kit.

In 1961, *Oriana* was joined in competition by the 45,270 ton, 818 foot, 27 knot *Canberra*. *Canberra* was the ship of the future with turbo-electric propulsion and a streamlined profile. With her engines placed all the way aft, *Canberra* had acres of open deck space and three outdoor swimming pools. Curves softened her extensive bulk, which earned her the nickname of the “great white whale.” Her interior design was on the cutting edge of contemporary British decorative arts. *Canberra* started on the Southampton-Sydney-Auckland-San Francisco-Southampton circuit. In 1973, she was placed exclusively in cruising. Over the course of her career she made several calls at New York. In 1982, *Canberra*, was taken up from trade (stuffed) as a troop transport for the Falklands War. During the War, she earned a gallant reputation by going deep into the combat zone and in harm’s way. After the War she returned to civilian service and was sent to the breakers in 1997. Her last entry into Southampton, on September 30, 1997, was witnessed by thousands of spectators and accompanied by hundred of harbor and small craft and a flotilla of aircraft.

In 1961, Portugal also placed three new liners in service. The first ordered, 23,306 ton, 642 foot, 21 knot *Infante Dom Henrique*, was built in Belgium. She served on the Lisbon-West, South, and East Africa run until 1976. Laid up until 1988, she was renovated for cruising and renamed *Vasco da Gama*. Chartered out from 1988 to 1991, she was sold to Seawind Cruise Lines and marketed as the *Seawind Crown*. In 1997, she was acquired by Premier Cruises and was laid up in 2000 following their bankruptcy. *Principe Perfeito* was constructed in England. Measuring 19,393 tons and 625 feet in length, with a speed of 20 knots, she preceded her sister on the Africa run due to *Infante Dom Henrique*’s mechanical problems. In 1976, she was sold to Panamanian interests. After a series of owners, names, and uses, she was laid up in Greece as the *Marianna 9* in 1992. Both ships had streamlined profiles and modern interiors that displayed an elegant European style. Built in Denmark, the 9,847 ton, 500 foot, 21 knot *Funchal* entered service between Lisbon and Madeira and the Azores. Not as luxurious as *Infante Dom Henrique* and *Principe Perfeito*, *Funchal*’s interiors were modern and functional. She had a handsome streamlined profile and looked every inch an ocean liner. In the 1970s, *Funchal* began cruising. In 1985, *Funchal* was sold to Panamanian interests. In 1986 she received a

major overhaul for cruising and was still cruising for the European market in 2003. (Correia, 1992; Miller, 1995)

Eagerly anticipated as the successor to the *Normandie*, French line's 66,348 ton, 1035 foot, 31 knot *France* arrived in New York in February 1962. Even though *France* was faster than *Normandie*, having achieved 33+ knots, the *United States* had definitively settled the speed question in 1952, so no attempt was made to break the record. *France's* speed remained in reserve to protect her schedule. Her massive profile was well balanced and streamlined. An impressive sight, it was topped with unique winged funnels in French Line's black over red colors. She would be the longest liner ever built until the arrival of *Queen Mary 2* in 2004. She was the last liner planned exclusively for year round transatlantic service. From 1962 to 1974, *France* mixed New York-Le Havre crossings with a number of cruises, including two round the world. In 1964, she carried the Mona Lisa to the New York World's Fair. Her first class restaurant was reputed to be the finest French restaurant in the world. And the sharks that followed her were said to be the best fed in the world. As a result of the 1973 oil crisis, *France's* subsidies reached the breaking point and she was laid up in 1974. In 1979 she was brought by Norwegian Caribbean Line (later Norwegian Cruise Lines) and converted for Caribbean cruising as the *Norway*. As *Norway*, she proved the concept that a 2,000 plus passenger cruise ship could be successful in the Caribbean. In 1990, *Norway* was further renovated and enlarged to 76,049 tons. In 2001, she was withdrawn from Caribbean service and was en route to Europe for assignment to Asia cruising when September 11 took place. *Norway* was refurbished and returned to the Caribbean.

French yards also produced four smaller unique ships during the early and mid-1960s. The first of these was Paquet Lines' 14,225 ton, 551 foot, 22½knot *Ancerville* in 1962. Built for Marseille-Dakar line voyages and Marseille-Canary Island cruising, *Ancerville* had a yacht-like streamlined profile and unique accommodation arrangement. Her cabins were located forward and the public rooms aft. Her interior was an example of modern French design. In 1973, she was sold to Chinese interests and began service between China and East Africa. Renamed *Minghua*, she remained in this service until 1986, when

she became the hotel ship, *Sea World Plaza*, in Guangzhou. In 1998, she was closed as a result of an engine room fire. In 2001, plans were underway to renovate her as a recreation center.

The next ship was Zim Lines' 25,338 ton, 629 foot, 20 knot *Shalom* in 1964. Built in the same yard as the *France* and *Normandie*, *Shalom* was the flagship of the Israeli fleet. Designed to do Mediterranean crossings and tap into the lucrative New York cruise trade, she represented the best of contemporary Israeli interior design. In November 1964, *Shalom* made the morning editions of the New York newspapers by colliding with and sinking the Norwegian tanker, *Stolt Dagali*, while leaving New York on her inaugural Caribbean cruise. Security concerns and management disagreement with religious hardliners over the kitchens led to *Shalom* being sold to Hamburg-Atlantic Line in 1967. Renamed *Hanseatic*, she replaced her fire-damaged namesake on the transatlantic run and cruising. In 1969 she was assigned to cruising only. In 1973, she was sold to Home Lines and placed in cruising as the *Doric*. Sold to Royal Cruise Line in 1981, she became *Royal Odyssey* and cruised worldwide. In 1988, she was acquired by Regency Cruises and renamed *Regent Sun*. Following Regency's bankruptcy, she was laid up in 1995. There were attempts to convert her to a spa ship in the late 1990s, but these failed and she sank on the way to the breakers in the early 2000s.

In 1965, Paquet Lines placed the yacht-like 11,724 ton, 492 foot, 18 ½knot *Renaissance* in service between Marseille and Haifa. A smaller more luxurious version of *Ancerville*, she had an intimate atmosphere and was also used in cruising. By the 1970s, *Renaissance* was assigned solely to cruising. In 1977, she was sold to Epirotiki and renamed *World Renaissance*. Since then, she has been operated by Epirotiki, with the exception of a charter to Costa in the 1970s and 1980s and her stint as the *Awani Dream* in Indonesia from 1995 to 1997. She was still sailing for Royal Olympia Cruises (formed by the merger of Sun Line and Epirotiki in the early 1990s) in 2003.

Messageries Maritimes' 17,986 ton, 571 foot, 20 knot *Pasteur* entered service between Hamburg and Buenos Aires in 1966. Initially planned for Europe-Asia service, she had a

high reserve maximum speed of 24 knots. She also carried a large amount of cargo. She has the distinction of being the last ocean liner built for a French company. In 1972, she was sold to Indian interests and renamed *Chidambaram*. Converted to carry a large number of passengers in dormitories, she was placed on the India-Singapore run. In 1985, she burned in the Bay of Bengal with the loss of 50 lives. The wreck was scrapped later that year in Mumbai.

In 1965 and 1966, two ships from Scandinavia entered the North Atlantic market. The first was Norwegian-America's 24,002 ton, 615 foot, 20 knot *Sagaffjord*. A well-proportioned and luxurious ship, *Sagaffjord* was built with the finest materials. Her construction costs eventually forced her building yard into bankruptcy. Designed for dual-purpose operations, she crossed in the summer and cruised in the winter. Her service, accommodations and cuisine made her one of the top ships of her time. By the mid-1970s, *Sagaffjord* was assigned solely to cruising. In 1983, the Norwegian-America brand and ships were sold to Cunard. *Sagaffjord* continued to operate under the Norwegian-America Line-Cunard flag until 1997. That year, *Sagaffjord* caught fire near the Philippines, while on a world cruise. Bought by Saga Holidays, a U.K. tour operator specializing in the over-50 market, *Sagaffjord* was renovated and renamed *Saga Rose*. *Saga Rose* was still sailing in 2003. Built by the same yard that built the *Queens*, Swedish-American Line's 26,678 ton, 660 foot, 21 knot *Kungsholm* was the last two funnel liner built until the Disney ships in the late 1990s. Externally, she was one of the most beautiful liners in existence. Her interiors were one of the early works of Robert Tillberg. Entering service on the North Atlantic in 1966, she was placed in cruising in 1967. She continued Swedish-American Line's reputation for luxurious modern accommodations and five-star cuisine and service. In 1975, Swedish-American Line decided to exit the passenger business. *Kungsholm* was sold to Norwegian operated Flagship Cruises. She continued in worldwide cruise service until 1978, when she was sold to P&O. She was renovated, the forward funnel removed, the aft one rebuilt to conform to P&O's corporate image, and an additional swimming pool, public rooms and cabins were added. Renamed *Sea Princess*, she cruised for P&O out of the U.K. and Australia. In 1995, she was renamed *Victoria*, to release her name for a new Princess Cruises' ship, and assigned solely to the U.K. market.



In 2002, *Victoria* was sold to German interests. Renamed the *Mona Lisa*, she was placed under charter to Holiday Kreuzfahrten until 2007.

In 1967, a small elegant futuristic Italian-built ship entered the market. The 12,219 ton, 491 foot, 19 knot *Italia* resembled a more radically streamlined miniature *Canberra*. An example of contemporary Italian style, she was placed under charter to Princess Cruises, sailing out of Los Angeles. In 1974 she was sold to Costa and over the years went through a variety of owners and name changes, In 1993, she sank in the Amazon River after striking a submerged object. In 1995, she was purchased by Louis Cruise Lines. Renovated and renamed *Sapphire*, she was placed back in service in 1996. In 2003, she was operating Mediterranean cruises catering to the French market.

Between 1964 and 1972, East German shipyards built five medium size ocean/cruise liners for the Soviet Union. Comfortable and attractive ships, they were intended to earn hard currency. The first of these, the 19,861 ton, 578 foot, 20 knot *Ivan Franko* entered summer service between Leningrad and Montreal and winter cruising in 1964. She was later assigned solely to cruising and was still cruising in the late 1990s. The 19,860 ton, 577 foot, 20 knot *Alexandr Pushkin* entered cruising service in 1965. In 1966, she worked the Montreal-Leningrad run. From 1990-1991, she was laid up. Purchased by Orient Line in 1991, she was rebuilt as the *Marco Polo* and began worldwide cruising in 1993. She was still in service in 2003. The 19,549 ton, 577 foot, 20 knot *Taras Shevchenko* entered cruising service in 1967 and was still cruising in the late 1990s. She was followed in 1968 by the 19,567 ton, 577 foot, 20 knot *Shota Rustaveli*. *Shota Rustaveli* was also still cruising in the late 1990s. The final ship, 19,872 ton, 578 foot, 20 knot *Mikhail Lermontov* entered service in 1972. From 1973 to 1979, she sailed between New York and Leningrad in the summer and cruised in the winter. Later she was assigned solely to cruising. In 1986, she struck a rock off New Zealand and sank.

The year 1969 saw the service entry of a world legend and a national legend. In May of that year the 65,863 ton, 963 foot, 28½knot *Queen Elizabeth 2* arrived in New York. Given a tumultuous reception by New York Harbor, she settled into summer transatlantic

crossings and winter cruising. Designed as a dual-purpose ship, she was a showcase of cutting edge British style. Often hailed as the last transatlantic liner, she made instant headlines wherever she sailed. Over the years she would be constantly modified to meet her market expectations. In 1982, she was “stuffed” on her return to England from her world cruise and served as a troop transport in the Falklands War. In the winter of 1986-1987, she was given a major life-extending overhaul and converted to diesel electric propulsion. Her tonnage was increased to 70,327 tons and with a maximum speed of 34 knots she became the fastest cruise ship in operation. Several weeks after *Queen Elizabeth 2*'s arrival, the 25,022 ton, 642 foot, 20 knot *Hamburg* made her maiden arrival. Intended mostly for cruising, the all white *Hamburg* had a futuristic funnel and a streamlined silhouette. She was the largest and first new transatlantic liner constructed in Germany since the War. With split funnel uptakes, she had a central plan arrangement for her public rooms, which belied her size. Her accommodations were the equivalent of a first class German hotel. In 1973, she was renamed *Hanseatic*. The following year, she was sold to the Black Sea Shipping Company. Renamed *Maxim Gorkiy*, she returned to the German market under charter agreements with tour operators. She became a very popular ship with an extremely loyal following. In 1989, she rammed an iceberg while on a cruise near Spitzbergen and almost joined *Titanic* in the history books. At the end of that year, she was the Soviet host ship for the summit between George Bush and Mikhail Gorbachev in Malta. Since 1992, she has been under long term charter to German tour operator, Phoenix Seereisen. The charter expires in 2008.

The end of the transatlantic era can be marked by the 1973 arrival of Norwegian-America Line's 24,292 ton, 628 foot, 20 knot *Vistafjord*. Built in England, *Vistafjord* was similar in size and beauty to *Sagafjord*. She was the last ship built with a traditional profile until Deilmann Cruises' *Deutschland* and the Disney ships in the late 1990s. By the mid-1970s, *Vistafjord* was assigned solely to cruising. Like *Sagafjord*, she passed to Cunard in 1983. In 1999, the Norwegian-America Line brand was dropped and she was given an extensive renovation and renamed *Caronia* to cater to the U.K. luxury market. In 2003, she was sold to Saga Holidays and will join her former running mate as the *Saga Ruby* following the completion of *Caronia*'s 2004 season.

## 2.12 Rise of Cruise:

Though the transatlantic era can be considered to have ended with *Vistafjord* in 1973, 1966, with the entry of Norwegian Caribbean Line's NCL) 8,000 ton, 457 foot, 16 knot, 408 passenger *Sunward I* into the Miami/Bahamas trade, can be considered the start of the modern cruise industry. Originally built as a ferry for the U.K.-Gibraltar route, *Sunward I* was the first of a number of newly built Scandinavian-owned ships that would enter the cruise market over the next four to five years. She was brought to Miami when her intended market didn't prove successful. *Sunward I* left NCL's fleet in 1977. After passing through a series of owners and names, she was for sale in Asia as *The Empress* in 2003. This event marked the entry of a modern ship into a market, which had been traditionally the home of old coastal liners, with a mostly local passenger base, that would eventually surpass and dominate the then dominant New York cruise market. It also marked the entry of Baltic ferry design trends and Scandinavian modular passenger ship construction methods into the cruise market. Most importantly, it also marked the beginning of the shift of passenger shipping from a means of transportation to a major competitor in the leisure travel market. These design trends would continue to be a potent force in the evolution of cruise ship design and the development of new legends. The new operators also changed the industry practice from measuring capacity by the total number of lower and upper berths to counting the total number of lower berths, usually two per cabin, as 100% capacity. This was more in line with the leisure market which purchased cruises by cabins versus the transportation market which purchased trips by berth. The *Sunward I* was followed by NCL's 12,959 ton, 525 foot, 21 knot, 938 passenger *Starward* in 1968, the first purpose-built cruise ship for the Caribbean market, and by the 16,254 ton, 525 foot, 20 knot, 740 passenger *Skyward* in 1969. They were joined by the 16,607 ton, 536 foot, 21½ knot, 918 passenger *Southward* in 1971. The 1971-built 14,110 ton, 486 foot, 21½knot, 945 passenger *Cunard Adventurer* replaced *Sunward I* as *Sunward II* in 1977. These ships served with NCL into the 1980s. Afterward, they entered the secondary cruise market under new owners and were still sailing in 2003. *Sunward I* entered the secondary and tertiary cruise markets after her sale and was still

sailing in the 1990s. These ships showed a clear lineage to Scandinavian ferry design. Their main contribution was the development of the Miami-based Caribbean cruise market. The success of *Sunward I*, *Starward* and *Skyward* led to new market competitors with purpose-built new tonnage.

Three sets of sisters entered the market in the early 1970s under the flags of Royal Caribbean Cruises Limited (RCCL), Flagship Cruises, and Royal Viking Line. The RCCL ships were specifically designed to operate in an air sea market where most of their passengers would fly to the ship's departure port. Their success made a lasting contribution to the development of the modern cruise industry. The 18,416 ton, 550 foot, 21 knot, 876 passenger *Song of Norway* entered service in 1971. A sleek ship of striking modern design, *Song of Norway* established RCCL's trademark Viking Crown lounge, an observation bar located high on the funnel. In 1978, she made history by being one of the first cruise ships to receive a new mid section. This was made possible by her modular design and construction. Her length was increased to 683 feet, her tonnage to 23,005 tons and passengers to 1,196. She remained in Caribbean and later European and Alaskan cruising until 1997. Sold to Airtours, a British tour operator, her Viking Crown lounge was removed and she was renamed *Sundream*. In 2003 she was still in operation. Sistership, 18,436 ton *Nordic Prince* joined *Song of Norway* later in 1971. Likewise, she entered Caribbean cruising and later also cruised in Alaska and Europe. In 1980, she was lengthened to 683 feet, her tonnage increased to 23,200 tons, and passengers to 1,194. In 1995, she was sold to Airtours and renamed *Carousel*. Minus the Viking Crown lounge, she, too, was still operating in 2003. *Sun Viking* joined RCCL's fleet in 1972. Measuring, 18,559 tons and 563 feet, with a speed of 21 knots, and carrying 880 passengers, she was not lengthened. Together with her sisters and the NCL fleet, she established the standard Caribbean cruise patterns of Eastern, Western, and Southern Caribbean. Later in her RCCL career, she became their concept ship and was used to test new itineraries and markets, as such, cruising in Europe, Asia and South America. In 1998, she was sold to Star Cruises interests for Asian cruises. In 2003, she was laid up as the *Hyundai Pongnae* in Asia. These ships and their NCL rivals reflected Scandinavian ferry interior design patterns of having the main lounge, bar and dining room on the same deck, high up in the

ship, and the extension of these rooms to the full width of the ship. The RCCL trio continued the trend of pool placement seen in the *Oceanic* and *Eugenio C.* The trio also served as the design basis for the subsequent *Song of America*, which would bring more ferry design trends into the cruise market.

The twins, that entered the market as Flagship Cruises' 20,636 ton, 553 foot, 21½knot, 750 passenger *Sea Venture* in 1971 and 19,907 ton, 553 foot, 21½knot, 750 passenger *Island Venture* in 1972, would achieve fame several years later. Originally placed in the New York/Northeast-Bermuda service, they were sold to the P&O Group for their Princess Cruises subsidiary. Renamed *Pacific Princess* and *Island Princess*, they went on to become the stars of the popular 1970s and 1980s U.S. television series "Love Boat." Bringing cruising into millions of American households every week, the "Love Boats" played a pivotal role in the rapid growth of the cruise industry in the late 1970s and early 1980s. During their Princess Cruises careers, these ships cruised worldwide. In 1999, *Island Princess* was withdrawn from service and sold to Hyundai. In 2003, she was still cruising for new owners as the *Discovery*. *Pacific Princess* was sold to Pullmantur in 2002 and was operating Caribbean cruises as the *Pacific* in 2003.

The Royal Viking Line trio established the standards of modern luxury cruising. The trio sailed on worldwide itineraries that offered cruises ranging from 10 to 110 days. The ships were attractive, well furnished in modern Scandinavian style and offered superb service and an active lifestyle. In 1972, the first ship, 21,847 ton, 581 foot, 21½knot, 539 passenger *Royal Viking Star*, entered service. In 1981, she was lengthened to 674 feet, tonnage was increased to 28,221 tons, and passengers to 758. In 1984, NCL purchased Royal Viking Lines. In 1991, *Royal Viking Star* was renamed *Westward* and placed under the NCL brand on New York-Bermuda and Caribbean service. In 1994, she was transferred to NCL's Royal Cruise Lines brand, renamed *Star Odyssey*, and placed in worldwide cruising. In 1996 she was sold to Fred Olsen Lines. Renamed *Black Watch*, she was cruising for the British market in 2003. *Royal Viking Star* was joined by two 536 passenger sisters in 1973; *Royal Viking Sky*, measuring 21,891 tons and *Royal Viking Sea*, measuring 21,848 tons. Both were lengthened to 674 feet in 1983; passengers were

increased to 812 and tonnage was increased to 28,078 tons and 28,018 tons, respectively. In 1991, *Royal Viking Sky* was renamed *Sunward*, transferred to the NCL brand, and placed in Caribbean cruising. In 1993, she was sold to Princess Cruises and renamed *Golden Princess*. Employed in worldwide cruising until 1997, she was sold to Star Cruises and renamed *SuperStar Capricorn*. In 1999, she was placed in Australian cruising under NCL's Capricorn Line brand. Later, she was returned to NCL's parent company. In early 2004, she was sold to Viajes Iberojet, S.A. for use in the growing Spanish market as the *Grand Latino*. In 1991, *Royal Viking Sea* was placed under the Royal Cruise Lines' brand, renamed *Royal Odyssey*, and continued worldwide cruising. In 1997, she was renamed *Norwegian Star* and placed under the NCL brand. With NCL's takeover by Star Cruises, she was moved to Asia. In 2002, she was sold to new owners and renamed *Crown*. In 2003 she was taken over by Mare Nostrum Cruises and placed in the Spanish market.

### 2.13 Growth and Diversity:

The early 1980s brought the introduction of a number of templates, trendsetters, and German legends. The year 1981 saw the introduction of three of these; Carnival Cruise Lines' (CCL) template, the 36,674 ton, 670 foot, 21 knot, 1,396 passenger *Tropicale*; and German legends, Hadag Cruise Lines' 18,835 ton, 535 foot, 18 knot, 638 passenger *Astor* and Hapag's 33,819 ton, 655 foot, 21 knot, 758 passenger *Europa*. The *Tropicale* was CCL's first newbuilding. She had a graceful modern profile with a single gull winged funnel placed aft. This funnel would become a trademark of all subsequent CCL ships. She marked the beginning of the standard CCL internal layout that would develop into the *Fantasy* class and beyond. Her interiors were the work of Joe Farcus. They exhibited a high quality of materials, lively colors, and whimsical theming. If one had thought Carnival was a serious contender in the cruise industry, after *Tropicale*, there was no doubt. *Tropicale* served in the CCL fleet until 2001. With the addition of larger vessels, *Tropicale* eventually became a concept ship and was used to try new markets and itineraries. Transferred to Carnival's Costa division, her distinctive funnel was replaced and she was renamed *Costa Tropicale*. In 2003, she was employed in European cruising.

*Astor* entered worldwide cruise service in late December. Her ownership by local water transport company, Hadag, made her the pride of Hamburg. In 1983, she was sold to Safmarine Lines and placed in cruising and South Africa-U.K. service. She lasted in this capacity until 1985, when she was sold to Deutfracht-Seereederei of East Germany. She was renamed *Arkona* and chartered to Seetours, a German tour operator. In 2002, she was transferred to another German tour operator, Transocean Tours, and renamed *Astoria*. *Europa* was delivered at the end of the year and started worldwide cruise service in early January. She was the largest passenger ship built in Germany since the *Vaterland* of 1940. An attractive ship with public rooms aft and passenger accommodations forward, she became flagship of the German fleet. Both her décor and that of *Astor* were the equivalents of the finest German hotels. Her service and cuisine became world renown. During her Hapag service, she was one of the highest rated ships in the world. *Europa* remained in service with Hapag until 1999, when she was replaced by a smaller *Europa*. Sold to Star Cruises and renamed *SuperStar Aries*, she was placed in Asian cruising. In early 2004, she was sold to Spanish operator Pullmantur and renamed *Holiday Dream*.

In 1982, RCCL introduced the 37,584 ton, 703 foot, 21 knot, 1,575 passenger *Song of America*. A larger and improved version of the earlier *Song of Norway* class, *Song of America* was a graceful looking ship. Her Viking Crown lounge completely encircled the funnel and her accommodation arrangement reflected a Baltic ferry influence with public rooms aft and cabins forward. Her amidships lido area contained two good-sized pools. *Song of America* would serve as a template for the subsequent *Sovereign of the Seas* class. Initially assigned to Caribbean cruising, *Song of America* later represented RCCL on the lucrative New York-Bermuda run. In 1999, *Song of America* was sold to Airtours and renamed *Sunbird*. However, unlike her older running mates, she was permitted to retain the Viking Crown lounge. *Sunbird* was still sailing for Airtours in 2003.

After leaving transatlantic service after 98 years in 1971, Holland America concentrated exclusively on cruises. In 1973, they placed their first purpose-built cruise ship, 8,566 ton, 427 foot, 21 knot, 452 passenger *Prinsendam*, in cruise service between Singapore and Indonesia. Alternating between the Indonesian and Alaskan cruise seasons, *Prinsendam*

caught fire in the Gulf of Alaska in October 1980. Safely abandoned by her passengers and crew, *Prinsendam* sank while under tow. *Prinsendam*'s modern profile and layout were prototypes for Holland America's next newbuildings. After selling off their older tonnage, with the exception of the flagship, *Rotterdam*, Holland America was ready to expand. In 1983, the 33,930 ton, 704 foot, 21 knot, 1,350 passenger *Nieuw Amsterdam* entered service. She was a spacious ship with a two deck main lounge. Her cabins were large and the ship was well furnished with Dutch antiques and artwork. Placed in worldwide cruise service, she served Holland America until 2000 when she was sold to American Hawaii Cruises and renamed *Patriot*. In 1984, *Nieuw Amsterdam* was joined by sistership *Noordam*. Both ships were built by Chantiers de l'Atlantique, builders of the *Normandie* and the *France*. *Noordam* was sold to Thompson Tours in 2004 and renamed *Thompson Celebration*.

Two ships entered service in 1984 that would have a profound impact on cruise ship design, cabin mix, and ship size. The 44,348 ton, 761 foot, 22 knot, 1,260 passenger *Royal Princess* revolutionized accommodation layout. Her unique design placed the public rooms along the main deck and below, and along the pool deck. Passenger cabins were located on five decks in between. Possessing a strikingly modern profile, *Royal Princess* was the first modular-constructed cruise ship to surpass the *Oceanic* of 1965. Her cabin arrangement provided all cabins with a sea view and one quarter of them with balconies. This was a great competitive advantage in the lucrative summer Alaska cruise market. Before *Royal Princess*, private balconies were only for the most exclusive cabins or suites. Within four years, the influence of *Royal Princess* on ship layout would be seen in new cruise ships. *Royal Princess* was still sailing, worldwide, for Princess Cruises in 2003. Earlier that year, a small yacht-like cruise ship sailed up the Elbe. Named, *Sea Goddess I*, the 4,260 ton, 343 foot, 16½knot ship was the first of the boutique cruise ships. Strikingly modern in appearance, *Sea Goddess I* was designed to provide 100 passengers with the ultimate in service and cuisine while cruising worldwide. *Sea Goddess I* was followed by sister, *Sea Goddess II*, in 1985. The *Sea Goddesses* would be followed by larger boutique cruise ships for various lines, such as Seabourn, Renaissance, Radison-Seven Seas, and Silver Sea Cruises. By the 1990s, economies of scale for this



class of ship would push tonnage up towards 17,000 tons, length into the 500s, and passenger numbers into the 300s. The *Sea Goddesses* were acquired by Cunard Line in the 1980s and later transferred to their Seabourn brand. In 2002, they were sold to Seadream Yacht Club and renamed, *SeaDream I* and *SeaDream II*.

Sailing ship cruises had been available as far back as the 1960s with Maine windjammer coastal cruising and, by the 1970s for Caribbean cruising. Operating with a fleet of five classic sailing vessels, Windjammer Barefoot Cruises carved out a unique niche. Offering a port intensive itinerary, unspoiled beaches and coves, and an informal lifestyle, these cruises appealed to the soft-adventure market. With five ships, Windjammer was able to cruise the Windward and Leeward Islands in addition to Panama and the Central American Coast. Passengers could participate in sailing the vessel or just do nothing. In the late 1980s, Windjammer expanded their offering by selling 13-day cruises on their 257 foot, 92 passenger supply vessel, *Amazing Grace*'s Grand Bahamas to Trinidad run. Windjammer Barefoot Cruises is still the market leader in informal sailing vacations. These informal vacations had a nautical ambience with minimal luxury. However, in 1986 a new concept of sailing ship vacations was introduced. The 5,350 ton, 439 foot, 12 knot, 168 passenger *Wind Star* was the first of three identical sail assisted ships. Passengers were accommodated in small but comfortable cabins and the ship was equipped with a dining room, lounge, bar, and swimming pool. Both cuisine and service were of high quality. Passengers were able to move under sail and have the same amenities as on larger cruise ships. *Wind Star* was followed by *Wind Song* in 1987, and by *Wind Spirit* in 1988. *Wind Song* burned in late 2002 and was declared a total loss. Windstar Cruises was purchased by Holland America in 1988. These ships pioneered the concept of casual luxury sail cruising. A number of sailing and sail assisted ships followed in the 1990s. By 2003, there were at least nine such vessels in operation worldwide.

In 1987, the 20,159 ton, 578 foot, 18 knot, 590 passenger *Astor* entered service. A larger version of the 1981 *Astor*, she was originally ordered by Safmarine. While still under construction, she was sold to Mauritian interests. Like her earlier German running mates,

*Astor*'s fittings and furnishings were the equivalent of a five star German hotel. In 1988, *Astor* was sold to the Black Sea Shipping Company, renamed *Feodor Dostoevskiy*, and chartered to German tour operators. Chartered by AquaMarin Cruises in 1995, she was renamed *Astor*. In 1996, AquaMarin went bankrupt and the charter was taken over by Transocean Tours. *Astor* was under long term charter until 2007.

In 1988, Royal Viking Line sought to set the standard for five star cruise ships with its 37,845 ton, 670 foot, 21½ knot *Royal Viking Sun*. At \$125 million, she was the most expensive cruise ship ever built when she entered service. Carrying only 760 passengers, she provided unequalled standards of accommodations and superb service and cuisine. Her large number of balcony cabins reflected the influence of *Royal Princess*. In 1994 she was sold to Cunard Line and operated worldwide under her original name. In 1997, Carnival Corporation purchased Cunard Line and, in 1998, *Royal Viking Sun* was transferred to Cunard's sister company, Seabourn Cruise Line. In 1999, she was renamed *Seabourn Sun*. In 2002, *Seabourn Sun* was transferred to sister company, Holland America Line. Renovated with increased capacity, 848 maximum, she was renamed *Prinsendam* and placed in worldwide service. In order to handle the increased capacity, the dining room was changed from single seating to two seating and 25 inside cabins were added. With the transfer of the three original Royal Viking Line ships to other Norwegian Cruise Line brands in 1991, Royal Viking Line was in need of additional tonnage. Royal Viking Line was able to acquire the planned third Seabourn ship while she was under construction and complete her as the 9,975 ton, 439 foot, 19 knot, 212 passenger *Royal Viking Queen* in 1992. In 1995, she was transferred to NCL's Royal Cruise Line brand and renamed the *Queen Odyssey*. Her Norwegian officers were exchanged for Greek officers. In 1996, she was sold to Seabourn Cruise Line and joined her older sisters as the *Seabourn Legend*.

During the 1980s, *Norway* had proved that a 2,000 plus cruise ship could be successful in the Caribbean. With the lengthening of RCCL's *Song of Norway* and *Nordic Prince*, the passenger numbers of the typical cruise ship began to move above 1,000. *Tropicale* carried a maximum of 1,396, while *Song of America* carried a maximum of 1,575.

*Tropicale*'s immediate CCL successors, 1985-built, 46,052 ton, 727 foot, 22 knot *Holiday*; 1986-built, 47,262 ton, 733 foot, 22 knot *Celebration*; and 1987-built 47,262 ton, 733 foot, 22 knot *Jubilee*; carried 1,794, 1,850, and 1,850 passengers, respectively. Between 1988 and 1996, tonnage and capacity records would be shattered as a series of record breakers entered service.

By the late 1980s, the various cruise lines had developed distinct visible appearances for their ships. A number of consolidations had also taken place. RCCL merged with Admiral Cruises, Princess Cruises brought Sitmar, and Carnival Corporation acquired Holland America Line. At the same time Costa Cruises and Chandris Cruises sought to upgrade their market segments. Costa unsuccessfully attempted to do this by launching "Euro-Luxe Cruising." They extensively rebuilt the *Guglielmo Marconi* and renamed her, *Costa Riviera*. As part of this effort, they also acquired two container ships, *Axel Johnson* and *Annie Johnson* and converted them to the 25,441 ton, 572 foot, 19 knot, 1,025 passenger *Costa Marina* in 1990 and 25,500 ton, 572 foot, 19 knot, 1,066 passenger *Costa Allegra* in 1992. These two ships introduced a new distinctive look for Costa. Two newbuildings followed. The 53,700 ton, 723 foot, 20 knot, 1,300 passenger *Costa Classica* and 53,700 ton, 723 foot, 20 knot, 1,300 passenger *Costa Romantica* entered service in 1991 and 1993. These ships marked a return to innovative stylish Italian ship design. "Euro-Luxe Cruising" caused confusion within Costa's market and they soon returned to their proven roots of "Cruising Italian Style". Chandris had acquired the *Galileo Galilei* in 1983 and used her as *Galileo* in U.S.-based cruising. In 1989, they established an upscale brand Celebrity Cruises. The *Galileo* was extensively refitted between 1989 and 1990. Renamed the *Meridian*, she established Celebrity Cruises. Later that year, she was joined by newbuilding, 46,811 ton, 682 foot, 21½knot, 1,677 passenger *Horizon*. *Horizon*'s strikingly modern profile and high quality of fittings and furnishings established the pattern for Celebrity Cruises' ships to come. *Horizon* was joined by sistership, 47,255 ton, 682 foot, 21 ½knot, 1,700 passenger *Zenith* in 1992. Both ships were specifically sized to fit into Hamilton Harbor on the competitive Bermuda run.

#### 2.14 Record Breakers, Giants, and Democratization:

In 1988, RCCL introduced a ship whose impact on ship size and capacity was equal to that of *Lusitania* and *Olympic* in the early 1900s. *Sovereign of the Seas*, measuring 73,129 tons and 847 feet in length, with a speed of 21 knots and passenger capacity of 2,673, was the first Cruise Ship Era passenger ship to exceed the *France* and *Queen Elizabeth 2* in tonnage, and the first to exceed *Queen Elizabeth*'s passenger capacity of 2,283. Built by the same yard that built *Normandie* and *France*, she had graceful lines and a pleasing profile. Her contribution to cruise ship interior design was the spectacular three deck high atrium. Dubbed the Centrum by RCCL, this space soared through three decks and served as the focal point for *Sovereign of the Seas*' public rooms. Subsequent atriums would eventually reach seven to eight decks in height and bring sunlight deep into the ship's interior. The United States Coast Guard initially raised objections to the atrium from a fire safety viewpoint, a sore point given the histories of the *Morro Castle* and the *Yarmouth Castle*, which burned and sank between Miami and Nassau in 1965 with the loss of 94 lives (Latimer 2002). Because of the shops with flammable goods located in or near the atrium, they considered it a high-risk area. With the Centrum serving as a main passenger flow artery, there would only be two alternative fire protected enclosed stair towers in case of fire. RCCL overcame objections by installing a sprinkler system within the space and providing exhaust fans to clear the space within 10 minutes. Similar alterations were made to her sisters (Dawson 2000, 181). Sprinkler and exhaust systems have remained standard on subsequent ships. The evacuation problem has been solved by the addition of an additional enclosed stair tower in close proximity to the atrium. The first of a three-ship class, *Sovereign* was followed by 73,941 ton, 880 foot, 2,744 passenger *Monarch of the Seas* in 1991 and by 73,941 ton, 880 foot, 2,744 passenger *Majesty of the Seas* in 1992.

Not to be outdone, CCL introduced the 70,367 ton, 860 foot, 21 knot, 2,634 passenger *Fantasy* in 1990. *Fantasy*'s exterior showed a clear evolution from *Tropicale*. Her interiors continued the imaginative design of Joe Farcus and featured a six deck high atrium. *Fantasy* was the lead ship of an eight-ship class. *Ecstasy* would follow in 1991;

*Sensation* in 1993, *Fascination* in 1994, *Imagination* in 1995, *Inspiration* in 1996, and *Elation* and *Paradise* in 1998. *Paradise* had the distinction of being the first non-smoking cruise ship. *Elation* and *Paradise* were also the first major cruise ships with podded propulsion.<sup>2</sup>

In the midst of the giants a small revolutionary ship entered service in 1992. Based on SWATH (Small Waterplane Area Twin Hull) technology in which the hull is supported by two submerged pontoons, she had a wider beam and much more space than a similar length ship with a conventional hull design. Measuring 20,295 tons and 430 feet, with a speed of 12½knots, and carrying 354 passengers, *Radisson Diamond* was designed to compete in the meetings and incentive market. Essentially a Radisson hotel at sea, passengers were provided excellent service and cuisine in luxurious surroundings. *Radisson Diamond* was soon marketed in the luxury cruise segment. The design offered a great deal of small ship comfort, but the drawback was the low speed. The speed made positioning voyages long and these proved difficult to sell. In 2003, *Radisson Diamond* remained the only one of her kind.

*Sovereign of the Seas*, *Fantasy*, and their sisters changed the standard size of the Caribbean cruise workhorses forever. Their economies of scale, achieved by carrying twice the number of paying passengers with the same numbers of expensive navigation officers, senior hotel staff, engineers, and propulsion plants, made 70,000 to 80,000 tons the minimum size for contemporary market cruise ships. They even impacted the premium and luxury markets and caused their ship size to rise into the 50,000 to 60,000 ton range. These sizes enabled the building of spaces, such as atriums, restaurants, and show lounges, of proportions not seen since the *Normandie* and the *Queens*. The large number of passengers also increased the probability of reaching critical mass for a variety of special interest groups which enabled cruise lines to increase their range of onboard activities.

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<sup>2</sup> Podded propulsion – Electric motors mounted in pods in place of, and in the approximate location of, propellers and rudders. (Israel & Miller 1999)

Beginning in 1996, *Queen Elizabeth*'s record of 83,673 tons would be shattered in quick succession over the next three years. The first of these record breakers was the 101,353 ton, 892 foot, 20 knot, 3,400 passenger *Carnival Destiny* in 1996. Assigned to Caribbean cruising, she was the lead ship of a seven-ship class and a minimum of two cousins. She sported Carnival's trademark gull-winged funnel and had a spectacular towering atrium and a three-deck main show lounge. In 1999, she was followed by 101,509 ton, 893 foot, 19½knot, 3,473 passenger *Carnival Triumph*. *Carnival Victory*, measuring 101,509 tons and 893 feet, with a speed of 22½knots, and carrying 3,473 passengers entered service in 2000. Slightly larger, 110,239 ton, 951 foot, 19½knot, 3,783 passenger *Carnival Conquest* and 110,000 ton, 951 foot, 22 ½knot, 3,700 passenger *Carnival Glory* followed in 2002 and 2003. Similar sized *Carnival Valor* and *Carnival Liberty* were scheduled to enter service in 2004 and 2006. *Carnival Destiny* also spun off two cousins for sister company Costa Crociere (Costa Cruises). The 105,000 ton, 893 foot, 20 knot, 3,400 passenger *Costa Fortuna* entered service in the Mediterranean in 2003 and was to be followed by sister, *Costa Magica* in 2004. These ships sported a Costa style funnel and were decorated to suit European tastes.

Princess Cruises broke Carnival's record in 1998 with the 108,806 ton, 951 foot, 22½ knot, 3,100 passenger *Grand Princess*. The ship possessed a bold profile with a distinctive racing spoiler over the stern, accessed by a mid-air, glass-topped tunnel ramp. This spoiler served as an observation lounge by day and a disco, Skywalkers Night Club, by night. The ship contained a large number of public rooms and dining facilities to offer her passengers unprecedented choice. *Grand Princess* made history by being introduced in the Mediterranean summer season versus the Caribbean. She cruised between Barcelona and Istanbul and changed airlifted-passengers at each end. She proved that a ship of her size could overcome logistical challenges and be successful in the Mediterranean. In the winter, she cruised the Caribbean. Sisterships, 108,865 ton, *Golden Princess*, and 108,977 ton, *Star Princess*, joined her in 2001 and 2002. *Star Princess* was the first post-panamax ship to be placed in the Alaska and Mexican Riviera markets. Because she could not fit through the Panama Canal, she sailed through the Suez Canal and across the Indian and Pacific Oceans to reach Los Angeles. Three more post-

panamax ships were scheduled to follow in 2004, 120,000 ton, 948 foot, 22½ knot, 3,300 passenger *Caribbean Princess* from Italian yards and 113,000 ton, 951 foot, 22 knot, 3,100 passenger sisters, *Diamond Princess* and *Sapphire Princess* from Japanese yards. In 2003, a sistership to *Caribbean Princess* was ordered from Fincantieri for delivery in 2006.

Princess' record stood one year before it was definitively broken by RCCL in 1999 by the 137,280 ton, 1,020 foot, 23 knot, 3,838 passenger *Voyager of the Seas*. She was the fourth passenger ship to exceed 1,000 feet in length. In keeping with RCCL's design philosophy, she presented a graceful profile in spite of her size. Designed as the ultimate floating resort, she was the first with a rock-climbing wall, an ice skating rink, and a two deck high library. Her main dining room occupies three levels that are connected by a grand staircase. Her main show lounge encompasses five decks. However, *Voyager of the Seas*' most stunning feature was her four-deck high 394-foot long, shop and lounge lined horizontal atrium, Royal Promenade, which permitted a flow of space not seen since the *Normandie*. Placed in Caribbean cruising, *Voyager of the Seas* and her subsequent sisters became RCCL's Caribbean workhorses. The 137,308 ton, 3,840 passenger *Explorer of the Seas*, 137,276 ton *Adventure of the Seas*, and *Navigator of the Seas* followed in 2000, 2001 and 2002. A fourth sister, *Mariner of the Seas* was expected to join the fleet in 2003.

RCCL's and Carnival's first 70,000 ton ships were discussed earlier. The response from the competition led to a series of panamax ships that would eventually exceed the tonnage of the *Normandie*, *Queen Mary*, and *Queen Elizabeth*.

When RCCL merged with Admiral Cruises, Admiral had placed an order at Chantiers de l'Atlantique for a 40,000+ ton cruise ship, *Future Seas*. Designed to revolutionize the short cruise market, she was luxuriously decorated with a two-deck dining room, a nine-deck atrium, and extensive use of glass to bring sunlight deep into the ship. She entered service in June 1990 as the 48,563 ton, 692 foot, 19½knot, 2,020 passenger *Nordic Empress*. Many of her features would find their way into RCCL's next ship class.

(Coggins, 1997) In 1995, RCCL's 70,950 ton, 867 foot, 24 knot, 2,076 passenger *Legend*

*of the Seas* entered service. A graceful looking ship, she was the first of a six-ship class designed to take RCCL from solely a contemporary market contender to one in both the premium and contemporary markets. Sistership, 69,130 ton *Splendour of the Seas* followed in 1996. With the large number of balcony cabins, these ships were designed to compete in the Alaska market in the summer and, with their high speed, in the worldwide market the rest of the year. Products of Chantiers de l'Atlantique, builders of *Normandie*, their innovative structural design permitted the two-deck dining rooms to feature floor to ceiling glass windows and earned them the nicknames, "ships of light." The ships also had miniature golf courses aft of the funnel. On the following four sisters, the funnel was moved further aft; capacity increased; the dining room lowered one deck, enlarged, and glazing reduced; and speed reduced. Finnish-built 73,817 ton, 915 foot, 22 knot, 2,440 passenger *Grandeur of the Seas* entered service in 1996 and the 74,140 ton *Enchantment of the Seas* followed in 1997. That same year, French-built 78,491 ton, 2,417 passenger *Rhapsody of the Seas* joined the fleet. Her 2,416 passenger sister, *Vision of the Seas*, followed in 1998.

Princess' answer was their Grand Class of cruise ships. The lead ship, 77,499 ton, 857 foot, 21 knot, 2,250 passenger *Sun Princess* debuted in late 1995. She had an angular appearance and featured a large number of balcony cabins and a large choice of public rooms and dining facilities. Sister ships, *Dawn Princess* followed in 1997, *Sea Princess* in 1998, and *Ocean Princess* in 2000. *Sea Princess* and *Ocean Princess* were later renamed *Adonia* and *Oceana* and assigned to P&O Cruises for the U.K. market.

Celebrity Cruises responded with their *Century* class in late 1995. Designed to complete Celebrity's transformation into a premium cruise line, the 70,606 ton, 807 foot, 21½knot, 2,150 passenger *Century* resembled Celebrity's smaller *Horizon* and *Zenith* in profile. Her large size allowed a spectacular two-deck dining room at the stern. The visual impression of entering the space and descending the grand stairway was breathtaking. Her interior design was of high quality and she was adorned with \$3.8 million in artwork. In addition, Celebrity had teamed with Sony to provide cutting edge technology. *Century* was followed by the equally stunning 77,713 ton, 865 foot, 21½knot, 2,681 passenger



*Galaxy* in 1996 and *Mercury* in 1997. The three ships were designed to be competitive forces in the Alaska, Caribbean, and European markets.

In 1996, Costa countered with the 75,951 ton, 823 foot, 23 knot, 2,464 passenger *Costa Victoria*. Externally, she resembled the smaller *Costa Classica* and *Costa Romantica*. She had a seven-deck atrium and a four-deck high forward observation lounge. Her interiors showcased the best in contemporary Italian design. *Costa Victoria* cruised the Mediterranean in the summer and the Caribbean in the winter. She was scheduled to be joined by a sister ship, *Costa Olympia*, in 1998. However, the shipyard went bankrupt and the uncompleted ship was sold to NCL, who completed her as the *Norwegian Sky* in 1999.

The 77,104 ton, 853 foot, 23 knot, 2,450 passenger *Norwegian Sky* was NCL's attempt to improve its competitiveness in the late 1990s. By purchasing the uncompleted hull, they were able to place a competitive ship in the market within twenty months. *Norwegian Sky* was followed by near-sister, 77,104 ton, 853 foot, 22 knot, 2,400 passenger *Norwegian Sun* in 2001. The *Norwegian Sun* introduced NCL's concept of "Freestyle Cruising" with a choice of dining venues into the North American market. "Freestyle Cruising" reflects the influence of NCL's new parent company, Star Cruises, who purchased NCL in early 2000.

The contemporary sector wasn't the only one influenced by a growth in ship size. Both the premium and large-ship luxury segments produced larger new ships in the 1980s and 1990s. In 1986, Home Lines introduced the 42,092 ton, 669 foot, 22½knot, 1,030 passenger *Homeric*. Home Lines ceased operations in 1988 and *Homeric* was sold to premium market operator, Holland America Line. Renamed *Westerdam*, she was cut in half and lengthened in 1989. Measuring 53,872 tons and 800 feet and carrying 1,773 passengers, *Westerdam* entered service in Alaska and Caribbean cruising. In 2002, *Westerdam* was transferred to Costa Cruises. Renamed *Costa Europa*, she was serving Costa's European market in 2003. The operational experience gained from the *Westerdam* and her profile would be improved upon to form the *Statendam* class.

Measuring 55,451 tons and 720 feet, with a speed of 20 knots and passenger capacity of 1,627, *Statendam* entered worldwide cruise service in 1993. In keeping with Holland America Line tradition she was adorned with antique artworks reflecting a nautical heritage. The large number of balcony cabins and a magrodome-roofed swimming pool made her ideally suited for Alaska. Later that year, *Statendam* was joined by sistership *Maasdam*. Another sister, *Ryndam* followed in 1994 and *Veendam* concluded the initial series in 1996. In 1997, Holland America retired their legendary *Rotterdam*. She was replaced, later that year, by the 59,652 ton, 777 foot, 25 knot, 1,668 passenger *Rotterdam*. The sixth ship to bear the name, *Rotterdam* was an improved faster version of the *Statendam* class. The high speed was especially useful on her long winter cruises. *Rotterdam* was improved upon by the 61,000 ton, 780 foot, 24½knot, 1,653 passenger *Amsterdam* in 2000. The two serve as Holland America's flagships. Larger, slower versions of *Rotterdam*, the 63,000 ton, 781 foot, 20 knot, 1,850 passenger *Volendam* and 777 foot *Zaandam* appeared in 1999 and 2000.

Crystal Cruises was formed by shipping veteran Nippon Yusen Kaisha (NYK) in 1988. Involved in passenger shipping since 1896, NYK ships were familiar sights on the Japan-Europe and Japan-West Coast/Canada runs. As mentioned earlier, three excellent ships represented Japan on the transpacific run by the early 1930s. Presenting handsome profiles, 16,975 ton, 583 foot, 19 knot *Asama Maru* and sister, 584 foot *Tatsuta Maru* entered service in 1929 and 1930. Running mate 17,498 ton, 584 foot, 19 knot *Chichibu Maru* followed later in 1930. In 1939, the keels were laid for two 27,700 ton, 722 foot, 24 knot liners, *Kashiwara Maru* and *Izumo Maru*. These ships were designed to reduce the Yokohama-San Francisco transit by two days and provide stiff compete for Candian Pacific and Dollar Line. They were completed as aircraft carriers and, along with the other three, were lost in World War II. Thought was given to new 33,400 ton, 689 foot, 24 ½knot passenger ships in the late 1950s. However, the project never got off the drawing boards. (Kludas 1974, Newall 2003, Williams & de Kerbrech 1982) In 1989, the first ship of a resurgence in Japanese passenger ship construction, 23,340 ton, 548 foot, 20 knot, 600 passenger *Fuji Maru*, entered the incentive, seminar, and convention market. Built by Mitsubishi Heavy Industries for Mitsui OSK Passenger Line, *Fuji Maru*'s high

quality construction and distinctive profile attracted worldwide attention to Japanese passenger ship construction. In 1990 she was followed in the incentive and seminar market by Venus Cruise's 21,884 ton, 570 foot, 21 knot, 606 passenger *Orient Venus*. *Orient Venus* was joined by sister, 26,518 ton, 601 foot, 21 knot, 720 passenger *Pacific Venus* in 1998. Later in 1990, another Mitsubishi-built ship, 21,903 ton, 546 foot, 18 knot, 607 passenger *Nippon Maru* entered Mitsui O.S.K. cruise service. The same year, Mitsubishi, parent company of NYK, also constructed the first ship for Crystal Cruises, 49,400 ton, 791 foot, 22 knot, 960 passenger *Crystal Harmony*. The high quality of her fittings and furnishings, cuisine and service marked Crystal Cruises as the spiritual successor to Royal Viking Line. In 1991, 28,856 ton, 632 foot, 21 knot, 604 passenger *Asuka* was commissioned for NYK Cruises. Designed for the Japanese luxury cruise market, *Asuka* cruises worldwide. In 1995, Crystal Cruises introduced Finnish-built 51,044 ton, 777 foot, 22 knot, 960 passenger *Crystal Symphony*. An improved version of *Crystal Harmony*, *Crystal Symphony* and her sister became two of the highest rated cruise ships in the world. In 2003, they were joined by French-built 68,000 ton, 820 foot, 22 knot, 1,100 passenger *Crystal Serenity*.

By the mid-1990s, the U.K. cruise market had become the second largest in the world and one of the fastest growing. In order to tap into this growth, P&O cruises introduced the 69,153 ton, 853 foot, 24 knot, 1,975 passenger *Oriana* in 1995. As the largest cruise ship ever purposely built for the U.K. market, she attracted as much attention as her namesake did in 1960. Built to the highest standards by Germany's Meyer Werft, she was specifically designed to appeal to British tastes in room size and décor. Her success led to the 76,152 ton, 885 foot, 24 knot, 1,975 passenger *Aurora* in 2000. An improved version of *Oriana*, *Aurora* became the flagship of P&O Cruises. Both ships are employed in worldwide cruising.

Star Cruises, the pioneer in mass market cruising in Asia, was incorporated in 1993. Soon after, they were able to acquire the 1990-built Viking Line Baltic ferries, *Athena* and *Kalypso*. Renamed and converted for Asian family-oriented cruising, the 40,012 ton, 579 foot, 21 knot *Langkapuri Star Aquarius*, later shortened to *Star Aquarius*, and *Star Pisces*,

entered service late that year. *Star Aquarius* served Singapore and *Star Pisces* served Hong Kong. Offering affordably priced 2-5 day cruises, they quickly made cruising a holiday option for Asian travelers. *Star Aquarius* was sold in 2001 as part of Star Cruises fleet rationalization. In late 1998, Star Cruises introduced their first newbuilding 75,338 ton, 879 foot, 24 knot, 2,800 passenger *SuperStar Leo*. With sixteen food and beverage facilities and high quality fittings and furnishings, *SuperStar Leo* was the equivalent of the best of the Miami contemporary market ships. Constructed by Meyer Werft and designed by Tillberg Design she raised the bar in Asian cruising standards. Initially assigned to 2-7 day cruises out of Singapore, she was moved to Hong Kong with the introduction of sister, *SuperStar Virgo* in 1999.

When Premier Cruises was established in 1985, their concept was a family vacation that combined an Orlando theme park vacation with a cruise. They partnered with Disney World to execute the concept. Disney characters were available on the *Oceanic* to entertain the young guests. By the 1990s, Disney had broken with Premier and was considering their own cruise line. Premier continued their operation with Warner Brothers' cartoon characters in place of Disney. In 1998, Disney Cruise Line's first ship, 83,338 ton, 964 foot, 24 knot, 3,325 passenger *Disney Magic*, entered service in the three and four day Bahamas market. Sporting a modern yet classic profile with black hull and two funnels, *Disney Magic* was a floating theme park. One whole deck was reserved for children. Designed by Tillberg Design, the interior was classic art deco with whimsical Disney touches. The ship also featured an original dining concept, in which the guests and their servers would rotate through different restaurants during their cruise. In keeping with this theme, Disney built their Port Canaveral Terminal as a modern replica of Southampton's 1930s Ocean Terminal. Even the interior of their fleet of busses for transporting guests from Orlando to the pier featured art deco interiors. *Disney Magic* was joined by more art nouveau 83,308 ton *Disney Wonder* in 1999. In 2000, *Disney Magic* was moved to the seven day Eastern Caribbean market. In 2002, a Western Caribbean itinerary was added to alternate with the Eastern Caribbean.

The consolidation of the late 1980s continued in the mid-1990s. In 1992, Carnival Corporation brought a share of Seabourn Cruise Line, which was later increased to full ownership. In 1994, Cunard Line purchased the rights to Royal Viking Line's name and the *Royal Viking Sun*. In 1996, Carnival purchased a minority interest in British tour operator, Airtours. In 1997, Carnival Corporation acquired Costa Cruises in a joint venture with Airtours. This later became full ownership and Carnival sold its minority interest in Airtours in 2001. Celebrity Cruises was purchased by RCCL in 1997. The following year, Carnival Corporation purchased Cunard Line. In early 2000, the Malaysia-based Star Group acquired NCL in a bitter take-over. In 2003, Carnival purchased P&O Princess Cruises, thereby becoming the world's largest cruise company and controlling half the capacity. The quest for economies of scale that drove consolidation, also led to the development of a class of ships, known as panamax, the largest size that will fit through the Panama Canal. Trademarks of this class include long superstructures with the balcony cabin decks extending as far forward and aft as possible; narrow superstructure above the boat deck with reduced ceiling heights, thereby, permitting an extra deck of high revenue balcony cabins, and lengths between 900 and 1,000 feet. The result can be upwards of two-thirds or more of the cabins having private balconies, an unprecedented level of luxury, now available to the average passenger. Ships of this class also have diesel-electric or gas turbine-electric podded propulsion. Decorative features include panoramic glass walled elevators offering views of both the atrium and the sea. The big three cruise lines, Carnival Corporation, Royal Caribbean Cruises Limited, and the Star Group, all have ships in this category.

The first of this group was Celebrity Cruises' 90,228 ton, 964 foot, 24 knot, 2,450 passenger *Millennium* in 2000. An improved more luxurious version of the *Century* class, *Millennium* was more technologically advanced with gas turbine and azipod propulsion. Like the *Century* class, *Millennium* was adorned with artwork. Her specialty restaurant, Olympic Restaurant, was paneled with the hardwood walls from the *Olympic's* a la carte restaurant. *Millennium* was followed by sistership, *Infinity*, in 2001. *Infinity's* specialty restaurant, United States Restaurant, featured glass paneling from the *United States*. *Summit* debuted later that year. Her specialty restaurant, Normandie Restaurant, had gold

lacquered panels from *Normandie*'s Smoking Room. In addition her main dining room contains the statue "La Normandie" that graced the *Normandie*'s dining room in 1935. She was joined by *Constellation* in 2002. *Constellation*'s specialty restaurant, Ocean Liners, is decorated with lacquered paneling from *Ile de France*. These ships were deployed in the Caribbean, Alaska and European cruise markets.

The template for Carnival Corporation's panamax ships entered service in July 2000, a month after Celebrity's *Millennium*. *Costa Atlantica*, measuring 85,700 tons and 959 feet, with a speed of 22 knots, and passenger capacity of 2,680, presented a sleek profile. She was deployed to the Mediterranean. The second ship in the series was Carnival Cruise Lines' 85,920 ton *Carnival Spirit* in 2001. Topped with Carnival's distinctive funnel, *Carnival Spirit* represented a new level of luxury for Carnival Cruise Lines. The next year, she was joined by sistership, *Carnival Pride*. Eight months later she was joined by 85,700 ton *Carnival Legend*. Holland America's turn came at the end of the year with 84,000 ton, 951 foot, 2,272 passenger *Zuiderdam*. Topped with two funnels carrying Holland America's logo, this class is Holland America's largest ship. Her hull is painted Holland America's traditional dark blue. In 2003, *Zuiderdam* was joined by *Oosterdam*. These two ships offered more balcony cabins than any others in the fleet. Earlier that year, the *Costa Mediterranea* also joined her sister. In 2004, *Westerdam* and *Carnival Miracle* joined their sisters. In spring of 2003, Carnival Corporation took over P&O Princess Cruises. In early 2004, Cunard's Vista class entry, 84,000 ton, 950 foot, 1,968 passenger *Queen Victoria*, was transferred to P&O Cruises as the *Arcadia* and scheduled to debut in 2005. A new more luxurious *Queen Victoria* was ordered for delivery in 2006. Her hull will be painted black and her red and black funnel will resemble those of *Queen Elizabeth 2* and *Queen Mary 2*. One more "Vista" class ship, *Noordam*, is scheduled for Holland America in 2006. Like the Celebrity ships, these ships are deployed in the Alaska, Hawaii, Caribbean and European markets.

RCCL's first entry was 90,090 ton, 961 foot, 24 knot, 2,500 passenger *Radiance of the Seas* in 2001. Possessing RCCL's striking streamlined profile, *Radiance of the Seas* was the first RCCL ship with gas turbine-electric propulsion. Her atrium soared nine decks

and she had a miniature golf course and rock-climbing wall. In 2002, she was followed by *Brilliance of the Seas*. *Serenade of the Seas* joined them in 2003. *Jewel of the Seas* followed in 2004. Like the competition, these ships were deployed in a variety of markets.

In 2001, Star Cruises was planning the 91,000 ton *SuperStar Libra* for 2001 and *SuperStar Scorpio* for 2002. As Star Cruises gained more experience in the U.S. market it was decided to transfer the ships to NCL. After modifications, *SuperStar Libra* entered the Hawaiian inter-island market as the 91,740 ton, 964 foot, 24 knot, 4,080 passenger *Norwegian Star* in 2001. *SuperStar Scorpio* entered the year-round New York cruise market as the 2,256 passenger *Norwegian Dawn* in 2002. Both ships were an improved version of *SuperStar Leo* and were the first Star Cruises' ships with podded propulsion. The bright high quality interiors were the work of Tillberg Design. Two 93,000 ton modified versions of the *Norwegian Star* were ordered in September 2003 for delivery as *Norwegian Jewel* in Autumn 2005 and *Pride of Hawaii* in Spring 2006.

American Classic Voyages was the Chicago-based parent company of Star's Hawaii-market competitor, American Hawaii Cruises. American Classic Voyages' other brand was the Delta Queen Steamboat Company. This brand operated three riverboats in the Mississippi River system. They were the 3,360 ton, 285 foot, 8 knot *Delta Queen* (1927), 3,364 ton, 384 foot, 10 knot *Mississippi Queen* (1976), and 3,707 ton, 427 foot, 8 knot *American Queen* (1995). Patterned on the famous riverboat, *E. B. White*, *American Queen* was the largest riverboat ever built. *American Queen* and *Mississippi Queen* were luxuriously furnished in Victorian style while *Delta Queen* retained her classic décor from the 1920s. American Hawaii Cruises operated both the *Constitution* and *Independence* on inter-island itineraries into the mid 1990s. As mentioned earlier, *Constitution* was laid up in 1996 when a pre-renovation inspection revealed that she was beyond economical repair. *Independence* continued the Hawaii service. By 1995, government and industry studies were underway on the feasibility of an American built cruise ship. These resulted in the *Queen of the Americas* design, a 700 foot plus cruiseship which bore a strong resemblance to the *United States*. Equipped with balcony cabins, panoramic windows, and indoor/outdoor spaces, *Queen of the Americas* was

targeted the Hawaii market. By mid 1999, American Classic Voyages had embarked on an ambitious expansion plan with government backing under the Title XI program. A contract was signed with Ingalls Shipbuilding for two 72,000 ton, 840 foot, 17 knot cruiseships for delivery in 2003 and 2004. They also planned a series of five coastal vessels for their newly established Delta Queen Coastal Cruises brand. The first, 4,954 ton, 300 foot, 10 knot *Cap May Light* was delivered in 2001. She was to be followed by sister ship *Cap Cod Light* in 2002. Patterned on the Fall River Line steamers of the early twentieth century, the ships were furnished in Federal Period décor. In 1999, American Classic Voyages also acquired the rights to the U.S. Lines name and decided to market their new Hawaii product under that brand. As an interim measure they purchased Holland America's *Nieuw Amsterdam* (1983). *Nieuw Amsterdam* and sistership, *Noordam* (1984) were among the largest and most luxurious cruiseships when they entered service. Renamed the *Patriot* and refurbished in Hawaiian style, she entered service in late 2000. In 2001 American Classic Voyages began moving their operations headquarters from New Orleans to Miami and the American economy began a downturn. By mid-year they were in financial trouble. As a result of the collapse of the travel market following the terrorist attacks of September 11, American Classic Voyages filed for bankruptcy protection in late October 2002. Work ceased on the cruise ships and ownership of American Classic Voyages' ships passed to the Maritime Administration. The riverboats were soon brought by hospitality firm, Delaware North Companies Inc. and eventually returned to service under The Delta Queen Steamboat Company Name. The *Patriot* was repossessed by Carnival Corporation and chartered to U.K. operator, Thompson Holidays as the *Thompson Spirit*. In 2002 Star Cruises reached a deal with the Maritime Administration to buy the uncompleted Project America hulls and complete them in Europe for Hawaiian service. As part of the deal, Star's subsidiary NCL was granted a monopoly to operate Hawaiian inter-island service under American flag. The *Norwegian Sky* was renamed *Pride of Aloha* and refurbished in Hawaiian style. She entered service in July 2004 as the largest American flag ship to date. The first Project America ship was due to enter service as *Pride of America* in July 2004, however, in late 2003, Bremerhaven's Lloyd-Werft was struck by a severe storm. As a result, *Pride of America* was holed and sank at the dock. She was subsequently raised and repaired but



her service was moved to July 2005. When she enters service, *Pride of America* will be the first new ocean going American flag passenger ship in over 50 years. *Pride of Hawaii* will join *Pride of America* in 2006. In April 2003, NCL announced that it had purchased the *United States* and *Independence* for its U.S. flag operations. The *United States* is expected to re-enter service in 2008 after extensive rebuilding. Plans for the *Independence* were not known.

Princess Cruises' version of panamax ships began with the sleeker 88,000 ton, 964 foot, 24 knot, 2,590 passenger *Coral Princess* in late 2002. *Coral Princess* has a more streamlined profile than the smaller "Grand" class. Her funnel is topped with two engine-like pods. She is the first Princess ship with podded propulsion. Her interior continues the best aspects of the "Grand" class. In 2003, she was joined by sister, *Island Princess*.

Several ships from the late 1990s and early 2000s, deserve mention for the concepts that they introduced. In 1995, Aida Cruises, a subsidiary of Seetours, introduced the 38,600 ton, 634 foot, 21 knot, 1,230 passenger *Aida*. Sporting a racy profile with blue eyes and red lips painted on the bow, *Aida* was designed along the lines of a vacation club, the opposite of the formal structure image of cruising in the German market. She was deployed in Mediterranean and Canary Island cruising. In 2001, her name was changed to *AIDAcara*. The following year, she was joined by larger sister, 42,200 ton, 666 foot, 19 knot, 1,582 passenger *AIDAvita*. In 2003, 42,280 ton, 665 foot, 1,582 passenger *AIDAaura* joined the fleet. Seetours continued to expand in the non-traditional German market with the introduction of the 70,285 ton, 804 foot, 19 knot, 1,910 passenger *A' Rosa Blu* in 2002. Decked out with red lips, a red rose, and red petals on the bow and geared to the family market, *A' Rosa Blu* was the former *Crown Princess*. With the Carnival Corporation take-over of Princess Cruises, P&O Princess Cruises consolidated their German brands and *A' Rosa Blu* was renamed *AIDAblu*. The A' Rosa brand was reserved for Seetours' river cruises. In 2003, the AIDA concept was mirrored by P&O Cruises' Ocean Village concept. The concept targeted those in the British market who sought a less formal more active cruise style. The 63,524 ton, 810 foot, 19.5 knot, 1,549 passenger *Arcadia* was renamed *Ocean Village* and refurbished to fit the concept. Laid

down as Sitmar's *FairMajesty*, *Ocean Village* originally entered service in 1989 as Princess' *Star Princess*, following Princess' purchase of Sitmar. In 1997, *Star Princess* was refurbished for the British market and was renamed *Arcadia*. In 1995, Sun Line Cruises and Epirotiki Cruise Line merged. The company made an initial stock offering on the NASDAQ in 1998. In 2000, Louis Cruise Lines of Cyprus brought a majority interest in the company. In 2002, the Olympic in the company and ships' names was changed to Olympia to comply with U.S. Olympic Committee trademark objections. Designed to reach three continents in a seven day cruise from Greece, the 24,391 ton, 590 foot, 28 knot, 920 passenger *Olympia Voyager* was based on warship hull and propulsion technology, developed by Germany's Blohm & Voss shipyard. Entering service in 2000, she was joined by sister, *Olympia Explorer*, in 2002. These were the fastest cruise ships ever built for other than transatlantic service. Their concept of speed as a competitive factor was not given a chance to succeed. Heavily affected by the events of September 11, 2001, Royal Olympic Cruises struggled on for several years. In late 2003, the ships were arrested and seized by the banks which held their mortgages. *Olympia Voyager* was chartered to Iberojet and *Olympia Explorer* was sold to the Institute of Seaboard Education's Semester at Sea as a replacement for the retired *Universe Explorer*, ex-*Brasil* (1958). Renamed *Explorer*, her high speed will allow the Institute to offer a wide range of innovative itineraries. Containing 110 apartments, ranging in size from 1,106 to 3,242 square feet, and costing between \$2.3 million and \$12 million, 43,524 ton, 644 foot, 17 knot, 396-976 passenger *The World* entered service in February 2002. Built with a unique ownership concept, *The World* operated on a worldwide itinerary designed to give its residents front-row access to major cultural and sporting events. In addition to the apartments, the ship is equipped with restaurants, shops, lounges, theater, and fitness center and other sports facilities. In October 2003, the apartment owners purchased the unsold apartments and established their own corporation to manage the ship. This arrangement moved *The World* much closer to being a true sea-going equivalent of a land-based condominium or co-op. Apartments were available for rent for as few as three days from \$600 per unit per night for two guests for a studio residence ([www.residensea.com](http://www.residensea.com)). In June 2004, Kvaerner Masa-Yards signed a conditional contract for a 42,500 ton, approximately 660 foot luxury residential ship, which will be

operated by Four Seasons Hotels. Containing approximately 100 residences, it will be named the *Four Seasons*. Construction will start once unit sales targets have been reached. An option in 2005 is included for a second ship.

There were also developments in the traditional German market during the 1990s. As the *Europa* (1982) was nearing middle age, Hapag-Lloyd decided to shift to smaller ships that enabled them to offer a range of products. In 1993, Hapag-Lloyd brought the 6,752 ton, 365 foot, 15 knot, 184 passenger expedition cruise ship, *Frontier Explorer*. Refurbished to German tastes, she was renamed *Bremen*. Her ice-hardened hull and zero-discharge capability gave *Bremen* access to many remote destinations. Hapag-Lloyd's entry into the more contemporary German market was the 14,903 ton, 472 foot, 18.5 knot, 423 passenger *C. Columbus*. Entering service in 1997, *C. Columbus* offered more informal cruises at more affordable prices. In 1999, Hapag-Lloyd sold *Europa* (1982) to Star Cruises, who renamed her, *SuperStar Aires*. She was replaced by the 28,437 ton, 651 foot, 21 knot, 450 passenger *Europa* (1999). *Europa* is one of the world's most luxurious cruise ships, with matching service and cuisine. *Europa* was the only ship rated Five-Stars-Plus by the Berlitz Guide in 2003 and 2004. (Ward 2004) Peter Deilmann Reederei's 22,400 ton, 573 foot, 20.5 knot, 513 passenger *Deutschland* entered service in 1998. A traditional looking ship, *Deutschland* was furnished in a style reminiscent of the classic German ocean liners of the early twentieth century. Like the other traditional German ships, *Deutschland* operated a world-wide itinerary.

Shortly after Cunard's acquisition by Carnival Corporation in April 1998 rumors began to fly regarding a new transatlantic liner as either running mate to or replacement for *Queen Elizabeth 2*. In June, plans were announced for the new liner and dubbed the "*Queen Mary*" project. Under the guidance of naval architect and marine historian Stephen Payne specifications began to take shape. Seeking to build a new *Queen Elizabeth 2* that met or exceeded contemporary safety, comfort, luxury, and technology standards, it appeared that the new liner would be bigger than any built to date. By March 2000, a letter of intent was signed with Chantiers de l'Atlantique and the City of Long Beach, owner of the floating hotel *Queen Mary*, had released the name to Carnival. In November 2000, the

contract for construction of the *Queen Mary 2* was awarded to Chantiers de l'Atlantique. The first steel was cut on January 22, 2002. Meanwhile, a major exhibition was opened at the Musée de la Marine [Maritime Museum] in Paris that would chronicle the construction. One hundred and sixty two years after the first Cunarder, *Britannia*, set sail from Liverpool for Boston, the keel was laid on July 4, 2002. *Queen Mary 2* was floated out of dry dock on March 24, 2003 and moved to her fitting-out berth. Trials took place in September 2003 and delivery was in December. However, her delivery was subdued by tragedy. On November 15, a shipyard gangway, crowded with visitors and cleaning people waiting to board, collapsed. Fifteen people were killed and 28 were injured. *Queen Mary 2* was officially named by Her Royal Highness, Queen Elizabeth II, on January 8, 2004 and departed on her maiden voyage to Miami on January 12. The maiden voyage was already sold out by early 2003. Built for dual transatlantic and cruise service, *Queen Mary 2*, has shattered records. Measuring 150,000 tons and 1,131 feet, with a speed of 29 knots, she will carry 3,090 passengers in unprecedented luxury. Her construction time has set records for a ship of her complexity. With Stephen Payne as project manager and fellow naval architect and marine historian, Maurizio Eliseo, as interior coordinator, she has been designed with a clear eye on history and future commercial success. As Stephen Payne stated in conversation, "This is a once in a lifetime opportunity" and he must get it right. After arriving in Fort Lauderdale on January 26, *Queen Mary 2* settled into a series of Caribbean cruises which included an extended cruise to Carnival in Rio de Janeiro. Her early morning arrival was covered worldwide by the press and television. In April, *Queen Mary 2* returned to Southampton for her maiden westbound trip to New York. Encountering three days of storms, *Queen Mary 2* emerged from the cold fog off the Statue of Liberty in the early morning of April 22. Accompanied by fireboats and a Coast Guard cutter, she proceeded up the North River to Pier 92. She was the host for that morning's "Today Show" and was the live feature on all the New York area television channels. On April 25, *Queen Elizabeth 2* arrived in New York harbor and docked at Pier 90. That evening both ships, fully booked, departed amid a huge fireworks display off the Statue of Liberty on a tandem transatlantic crossing. Arriving together in Southampton on May 1, *Queen Elizabeth 2* passed the Boston Cup, which was presented to the *Britannia* by the citizens of Boston in 1840, to

the *Queen Mary 2*. Thereby, acknowledging *Queen Mary 2*'s status as Cunard's flagship. *Queen Elizabeth 2* later departed for overhaul in Bremerhaven and future cruise-only service, while *Queen Mary 2* departed for New York as the successor for transatlantic service.

Similar to the early 1900s when records fell, sometimes monthly, there was already talk of an even larger cruise ship before *Queen Mary 2* entered service. The June 26, 2003 issue of maritime daily, Lloyds List, contained an article about discussions at Carnival Corporation for a 170,000-180,000 ton cruise ship, carrying 3,600-4,000 passengers. On September 20, 2003 Royal Caribbean announced the order for an *Ultra-Voyager* of 160,000 tons for delivery in 2006.

Historically, passenger ships have been distinguished, in relation to other types of ships, by their high tonnage relative to their length; their greater length relative to their types of ships; and their high speeds relative to other types of ships. Over the past 40 years, they've been overtaken in size and length by tankers, bulk carriers, LNG carriers, and aircraft carriers. In terms of speed, they've been rivaled by container ships. However, these three characteristics are still a sound basis for classifying passenger ships.

By tonnage, passenger ships may be classified as follows:

Small ships	Less than 20,000 tons
Medium ships	20,000-29,999 tons
Large ships	30,000-49,999 tons
Super-sized ships	50,000-79,999 tons
Mega-sized ships	80,000-99,999 tons
Ultra-sized ships	100,000+ tons

By length, **passenger ships may be classified as follows :**

Short ships	Less than 500 feet (152.4m)
Standard ships	500-649 feet (197.8m)
Long ships	650-799 feet (198.1-243.5m)
Very Long ships	800-999 feet (243.8-304.5m)
Super Long ships	1,000+ feet (304.8+m)

By speed, passenger ships may be classified as:

Slow ships	Less than 14.9 knots
Moderate ships	15-18.9 knots
Fast ships	19-23.9 knots
Express ships	24-26.9 knots
Super-express ships	27+ knots

Based on the combination of these three characteristics, the three hundred and seventy four significant ships, discussed above, broke down into the following 37 groups:

127 small ships in 8 groups:

- 20 small short slow ships
- 14 small short moderate ships
- 4 small short fast ships
- 24 small standard moderate ships
- 56 small standard fast ships
- 1 small long slow ship
- 2 small long moderate ships
- 6 small long fast ships

86 medium ships in 7 groups:

- 1 medium short slow ship
- 6 medium standard moderate ship
- 33 medium standard fast ships
- 2 medium standard super-express ships
- 1 medium long moderate ship
- 38 medium long fast ships
- 5 medium long express ships

50 large ships in 9 groups:

- 1 large standard moderate ship
- 3 large standard fast ships
- 1 large long moderate ship
- 29 large long fast ships
- 4 large long express ships
- 1 large long super-express ship
- 5 large very long fast ships
- 2 large very long express ships
- 4 large very long super-express ships

54 super-sized ships in 7 groups:

- 9 super-sized long fast ships
- 2 super-sized long express ships
- 30 super-sized very long fast ships
- 6 super-sized very long express ships
- 4 super-sized very long super-express ships
- 1 super-sized super-long fast ship
- 2 super-sized super-long super-express ships

33 mega-sized ships in 3 groups:

13 mega-sized very long fast ships

16 mega-sized very long express ships

4 mega-sized super-long super-express ships

24 ultra-sized ships in 3 groups:

16 ultra-sized very long fast ships

7 ultra-sized super-long fast ships

1 ultra-sized super-long super-express ship

Time-wise, the ships were not evenly dispersed. Most of the small and medium fast ships came from the Ocean Liner Era when speed was an important commercial factor and size was determined by the amount of traffic on the route. The commercial importance of speed also accounted for the majority of the super-express ships being from that era. In the Ocean Liner Era only a few routes supported large and super-sized ships. This was reflected by most of the super-sized and larger ships coming from the Cruise Ship Era. From the late 1980s on, the push for economies of scale resulted in ever larger ships. The high number of repeat passengers also created a demand for new itineraries and new homeports. Speed again became important in providing the flexibility to meet this demand. These factors were mirrored in the large number of super-sized or larger fast or express ships from the mid 1990s onward.

### 2.15 Summary:

From early on, travel/tourism legends have existed where there was something worth seeing. Most of the earliest sites were associated with religion, either as important places in the god's mythology or as places of healing. These were the earliest components of the attractiveness factor. By visiting the site, the traveler hoped to gain health, wealth, a blessing of some sort, or some other benefit. These were the earliest manifestations of the power factor. Initially, these sites were only of local interest, sites that could be easily and safely reached by people in the surrounding area. As the sites became recognized for



actually curing people and people believed that they were actually receiving what they prayed for, the fame of the sites began to spread. The transition from local to regional and ultimately to international legend was dependent upon the ease of travel and the prevalence of trade. Trade helped spread the fame through the traveling merchants and ease of travel made the sites accessible to outsiders. The more widespread trade was the greater the spread of the site's fame. For purposes of this research, the word commerce can be substituted for trade. Another antecedent in the transition from local to international legend was the existence of an elite. This elite needed to be willing to travel to these sites and be financially able to do so. When travel was difficult and dangerous local sites flourished. The more famous international sites were still visited but only by the elite who had both the means and the time to travel. The availability of discretionary time to travel introduced the concept of leisure. When travel was easy a wider range of people were able to travel. However, it was the introduction of the railroad in the early 1800s that, for the first time in history, permitted the movement of large numbers of people over long distances in short periods of time. This compression of time expanded the range of people with the leisure time to travel. The need to accommodate large numbers of travelers and rising standards of living led to the creation of the railroad hotel and its successor, the grand hotel. This led to the introduction of the hospitality factor into the travel/tourism legend equation. For the first time the hotel became an attraction in itself. The application of these standards to trains and ships led to the development of legendary trains and ships that competed in luxury and speed. Speed became a part of the power factor and luxury became part of both attractiveness and hospitality. The next chapter examines the literature to see how well legends excelled in these areas.